

Electrical Merchandising

THE MONTHLY MAGAZINE OF THE ELECTRICAL TRADE

September
1916

In this issue:

**Selling in the Face
of Rising Prices**

**How to Put On
an Electric Show**

**Estimating a
Factory
Equipment Job**

**A "Brass Tacks"
Advertising Story**

**Building Up a
Retail Business**

**Lamps for
the Home**

**Ideas on Fall Lighting
for the
Electrical Salesman
Contractor
and Dealer**

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230 West 39th St., New York



Western Electric Junior Range

- ◆ The toy that educates the mothers of the future to the use of electricity in their homes.
- ◆ Last year, an unqualified success with many electrical merchants and central stations.
- ◆ This year, a sure repeat on an even bigger scale—a leader for drawing Christmas trade.
- ◆ New advertising folders, a window trim and cut-out, etc., ready now.

Order early, while stocks are ample

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INCORPORATED



Every socket a gateway—

And it is up to you HOW wide you open it!

Back of the lamp socket lies the mighty and wonderful universe of electrical activity and progress:—The Lighting Company, generating and distributing; The Railway; The Factory; The Mine; The Shop and The Home—each by its use contributing to the development of electricity as a *better servant*.

And electricity, the BETTER SERVANT, waits on the other side of the

socket—waits to be let in in the form of better and less expensive LIGHT.

Open WIDE each gateway with EDISON MAZDA Lamps; let in *all* the light your money is paying for. EDISON MAZDA Lamps concentrate the experience of the 37 years of Edison lamp progress and the making of over Half-a-Billion lamps. They give *three times* as much light as the old-style carbon lamps without adding to your lighting bills. Get the *greatest amount of light* and the *greatest money saving* by putting them in every socket in every room.

EDISON MAZDA LAMPS

Made in U. S. A.
and backed by
MAZDA Service



EDISON LAMP WORKS
of General Electric Co.

Harrison, N. J.

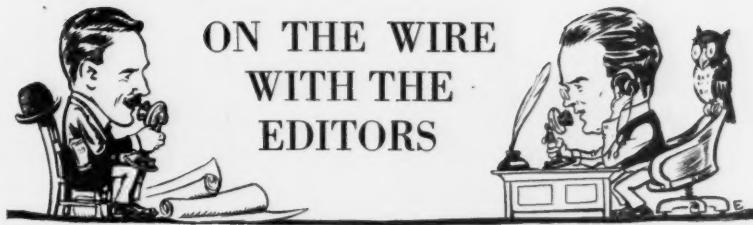
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Of This Number of
ELECTRICAL MERCHANDISING
10,000 Copies Are Issued

ON THE WIRE WITH THE EDITORS



Readers of ELECTRICAL MERCHANDISING who wish to keep in touch with the trade, commercial and engineering news of the industry, advances in electrical engineering and operating practice, and matters of central-station policy and sales management, are referred to the weekly ELECTRICAL WORLD.

The Hand Extended

THE postman brings us this letter from a contractor, with a request to date his subscription back to the first number that he may have a complete set:

I like the make-up of your articles—there is something that smacks of the Saturday Evening Post about the whole thing.
I have been reading electrical and other trade journals for 17 years, but never did I find any of them "just walk right out of the mailing cover," as did the August issue, and "shake me by the hand."

We wish that every other reader might sense the friendly handgrasp, and the earnest aim to serve that animates these printed pages.

Do YOUR Christmas Shopping Early

THE trade drive for 1916 is under way. September starts the busiest season. In the electrical trade, the buying movement culminates with Christmas time, and each year sees emphasis given to electrical gifts. Last year, Electrical Prosperity Week added tremendous impulse to this general trade movement. This year, America's Electrical Week in the same way, with a wider recognition of what was accomplished last year, will augment selling during the fall season and particularly during the week of Dec. 2 to 9 and the Christmas-trade weeks following it. ELECTRICAL MERCHANDISING will express this development in the industry in the issues of October, November and December. Special editorial articles will take up the problems of developing local merchandising plans involving, as they do, co-operation between dealer, contractor, central station, jobber and manufacturer.

Business and Play

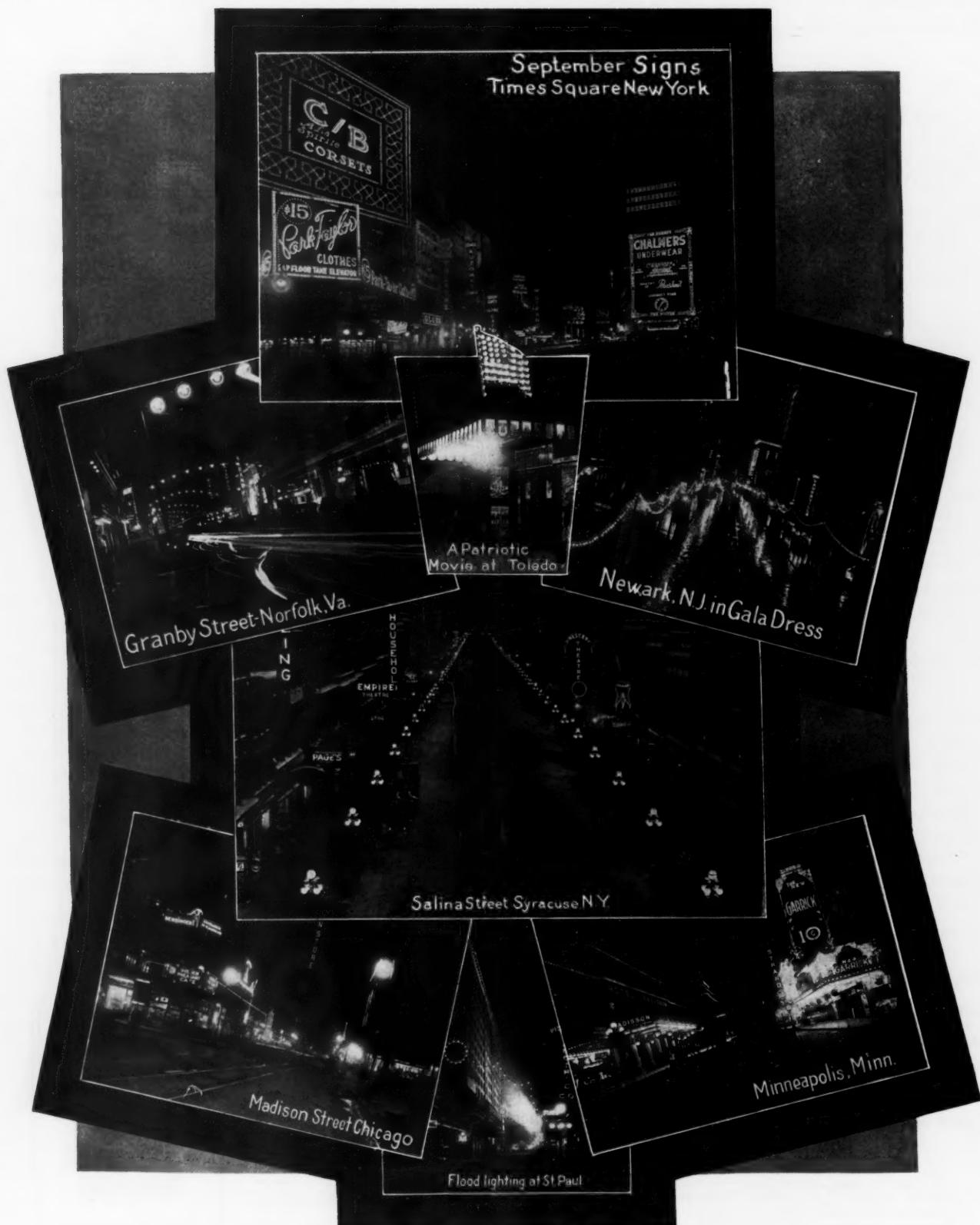
THE informal photographs of prominent electrical men at play, published in this issue, are a bit away from the usual practice of magazines like ours. Too many business papers, we are convinced, follow the ancient adage that "business is business" and that items of human interest have no interest to business men. As a matter of fact, *business is life*. The big men in the electrical business are just as much alive, are just as human, as your wife's relatives. They go fishin' and tell fish stories with the same bait and abandon as you and I. It will be the policy of ELECTRICAL MERCHANDISING to touch, now and then, upon this human side of the electrical industry, to show that we are a living brotherhood rather than an organization of cold, commercial automata.

Jovians
Remember!



Tom Wynne and
Indianapolis
Invite You
to the Hoosier Capital for the Fourteenth Annual
Convention of the
Jovian Order

Oct. 18, 19 and 20



A Galaxy of "Great White Ways"

Civic-centers of business are created, and cities are redistricted, under the glow of electrical displays like these. Through electric signs, flood-lighting, outlining, electric flags, window displays, and ornamental-post lighting, towns take on distinctiveness. Business streets—matter-of-fact enough by day—become by night alluring highways for the crowds that linger before merchants' windows, to return and buy next day. Life and activity flow where

there is light, as business men well know. With the shoulders of each local electrical man put to the wheel, your own streets can be made to take on new winter brilliance. These pictures point the way. Get busy now, and two months or so hence, when America's Electrical Week has rolled around, be ready to close—with appropriate celebration—the main switch of such a White-Way spectacle as will surpass all efforts that have gone before.

SEP 22 1916

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Electrical Merchandising

THE MONTHLY MAGAZINE OF THE ELECTRICAL TRADE
With which is incorporated ELECTRICAL MERCHANDISE

Volume 16

September, 1916

Number 3

Opportunities, Plain and Fancy

IT took the electrical industry ten years to dimly comprehend and partially utilize this very simple and obvious truth—that men working in co-operation can accomplish more than men working at cross purposes.

On the occasion of Electrical Prosperity Week a year ago, we found that we were able to work for a common cause; also, we found that it was profitable to do so. This year, when the week occurs, we will undoubtedly have more both of co-operation and of profit.

But how about the other fifty-one weeks in the year? Why should this idea of co-operative business-building be confined to six short days out of the three hundred and sixty-five?

The answer, it appears, is because America's Electrical Week (or Prosperity Week, as it was called last year) is a spectacular, highly advertised proposition. We are carried forward upon a wave of oratorical and printed enthusiasm. Spell-binders and ad-writers combine to stir us into a single short spasm of communal effort. When the frenzy passes, we sink back and follow the accustomed rut.

Yet every week in the year, every day in the week, offers its opportunities

for practical effort in the direction of electrical co-operation. Street lighting, sign lighting, window lighting, the equipping of unwired houses, the electrification of industries—all can be accomplished more quickly and with the maximum profit by teamwork.

Co-operation means boosting. It means muffling the knocks and lubricating friction. It means extending the glad hand to friend, foe and neutral.

Every salesman who calls upon you may have a little prosperity week to offer with his goods. Every competitor who price-cuts you, may have an efficiency idea behind his seemingly outrageous bid. It may require patience to make friends with the salesman and forbearance to make friends with a competitor, but unless you are a friend and a co-operator with both you cannot profit by what they know. You cannot get without giving.

This industry has learned to utilize the big, spectacular opportunities for co-operation. Our next step toward the ideal electrical brotherhood is to learn the profit-value, the success-value, of the little everyday opportunities.

SELLING IN THE FACE OF RISING PRICES

By EARL E. WHITEHORNE

THESE ARE MANY imaginary diseases, no less painful to the victim than the longest *itis* combination that the doctor ever rolled upon his tongue. About the worst of them is fear-of-price. A few sporadic cases of this malady having appeared, this article is offered as medicine to any dealer who wishes to be well and strong. The fact that in this war time things cost more need cause no anxiety to any man who will consider the conditions—not as dealer, but as citizen—and who will sell his goods with confidence in what the future offers. For there is more power in salesmanship than any slight increase in cost can overcome. Read—and think it over.

OME men are worrying about the rising prices. Here is a message for them gathered in recent talks with many manufacturers, jobbers,



The price of wire has closely followed the trend of copper values. The cost of insulation has not increased as much, however, so wire does not show the same percentage of advance.

central station men and certain local dealers who are all vitally concerned in the present situation.

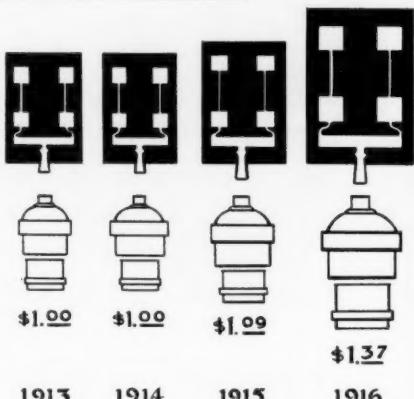
In the first place all agree not only that general prices have most certainly increased but that in all probability they will not come down very far and may go higher. It is a situation, therefore, that can neither be avoided nor ignored, for history shows that invariably wars increase the general scale of prices and that this increase is in large part permanent. After our Civil War the level of prices was practically raised 100 per cent and has maintained position. To-day this entire world is knit so close together in its economic fabric that the influence of the European war on costs is universally felt, and there is every reason to believe, according to the recognized authorities, that when the markets of the world adjust themselves again we will find the broad schedule of prices firmly fixed upon a higher plane.

The electrical merchant need not feel aggrieved as yet, however. Com-

pared with the increased cost of many staples in the general market, the jump in electrical goods is not extreme. Sulphuric acid, for instance, has risen 233 per cent in the last two years; bleaching powder, 431 per cent; steel billets, 125 per cent; wrapping paper, 122 per cent; tin, 47 per cent; leather, 44 per cent, and so on. In the New York market in the same time sugar has gone up 81 per cent; potatoes, 33 per cent, and all foods together average 20 per cent higher. Against this we, in our industry of selling electrical merchandise to householders, have seen our costs increase in many instances 20, 30, 40 and 50 per cent in the case of different appliances and accessories, as the accompanying diagrams show. Copper, of course, has had a 100 per cent rise and wire has therefore soared with it to a 70 per cent increase. On the whole, however, electrical goods have but followed the general markets and it is important that we understand this fact and take advantage of it.

THREE CAUSES OF HIGH PRICES

There seem to be three reasons why electrical appliances are selling right now for higher prices: First, the cost of raw materials has risen steadily, induced by the tremendous demand that the war has brought, and by the



Switches, sockets and kindred wiring accessories all show about the same increase. There was no advance in price until 1915, when they went up 9 per cent. This year they jumped to 37 per cent compared with 1913.

closing of so many foreign markets. The result has been a general scarcity of raw materials and always when demand exceeds supply the price begins to climb. Second, in the fear of these conditions everybody has been trying to stock up by ordering in abnormal quantities, so that the manufacturers are sold out long in advance, and trouble from delay in getting goods is added to high costs. And third, to protect themselves against these excessive demands and discourage the clamor for a bit, many manufacturers have announced increased prices which are in large part increased profits, desired and required for financing broad-

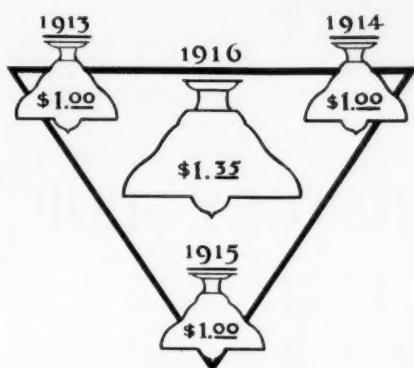


Copper goes into almost everything electrical, and so wide fluctuations in the copper base affect all costs. This diagram shows how copper has advanced in price per hundred pounds, in spite of the slump when the war broke out. These figures are reckoned as of September first for each of the four years represented in this and the other diagrams.

er measures of publicity that will be needed in the creating of popular demand under these new conditions.

AN INTERESTING CASE

These, in brief, are the natural and proper reasons why the prices of electrical appliances have risen and no dealer who will consider them need feel himself the victim of improper treatment. One manufacturer, for instance, has recently increased the price of his vacuum cleaner because he found that the aluminum used in each sweeper had gone up \$2.25, and that this, with an 18 per cent rise in the

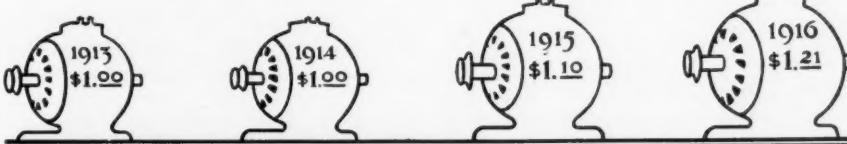


Although the cost of brass rose promptly, a decrease in building operations reduced the demand and the price of lighting fixtures did not reflect the higher cost until 1916.

price he pays for motors, had eaten up his entire profit. So he raised his price and raised it high enough to make it possible for him to institute an advertising campaign, add to his staff of demonstrators and provide a far more helpful and productive co-operation for his dealers. It was the wise, constructive thing to do, and entirely to the interest of the local merchandiser. And there's the problem in a nutshell—if there is a problem.

WHY THE PUBLIC WILL PAY MORE

For the local dealer must remember this—that the public understands the general cause of these high prices.



After the first year of the war came the enormous demand for machinery, and the price of motors rose 10 per cent in 1915. This year the rise in metals has forced a further increase to 21 per cent, compared with 1913 and 1914.

Every woman is confronted by it in her household purchasing. Each man is dealing with it in his business. The people have accepted it as unavoidable that prices should be forced up by the war and they have become willing and accustomed to pay more for what they want.

Therefore, if you have made the people in your town want all these electrical home comforts, Mr. Dealer, they will buy them just as readily for the prices that obtain to-day as they were buying them before the war. There is no new problem of higher prices for any man to face in local merchandising of electrical appliances and accessories. It is the same old problem of creating public interest and desire, of educating men and women in your town to want these goods.

What the dealer makes this year on merchandise sales will depend on his activity and salesmanship—as usual. Present prices need more money, but on the other hand money is freer, and the man who puts the push behind his goods will not fail to find the business.

WHAT CENTRAL STATIONS HAVE TO SAY

I have asked central station selling men how they are feeling about this matter of rising prices. One man who guides the sales for many properties said:

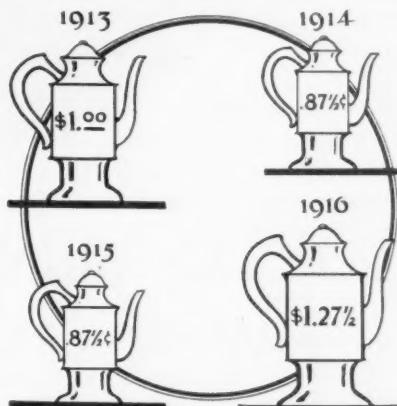
"It isn't higher prices that are bothering us. We are only worrying about delay in getting goods and counteracting that by buying way ahead. The public now feels prosperous. They have begun to understand, appreciate and want electrical appliances and they are buying them as fast as we can furnish them, with no more than normal selling effort on our part. Price has not been an obstacle at all." That is the consensus of opinion among the commercially active central station men and manufacturers also see principally this side of it.

The principal difficulty that besets the central station is apparently to get

the goods. Where demand has been created and electrical appliances have become a staple feature of the market the people still keep calling for them in spite of higher price and stock must be ordered far ahead.

THE PROMISING OUTLOOK

For never have the goods themselves been better in their quality and service, more attractive in design and finish and more generally alluring to the customer than right now. Never have the manufacturers put such power of publicity behind their goods and of



Toasters, percolators, small stoves and other small heating appliances have been affected by the rise in cost of sheet metals and resistance wires, but increased volume of production reduced the price until this year.

ferred a more useful and constructive co-operation to support the dealer than at present. Never has the public understood the comforts and advantages that may be enjoyed by doing it electrically as they understand it now, due to the cumulative influence of the past five years of educational work to which the entire industry has contributed. In short, the men whose opinion seems worth most to me are of one mind that the coming season will be an era of great opportunity in which all dealers who will to do it can build new records for themselves in profitable merchandising without fear of this imaginary menace of the rising price.

And, I think that the dealer who is complaining just now that high costs are preventing him from doing business, would probably have been clamoring of something else about now if the war had never started. It is not hard to get to feeling that a new condition is a hobble on both feet, but usually these feet have not tried to kick the hobbles off.



New York's Busiest Corner—Forty-second Street and Broadway—Supports a Popular-priced upstairs Clothier Whose Electrical Display Makes a Bright Spot, Even on the Great White Way.

ELECTRIC SIGNS AND THE SECOND-STORY SHOP

THE MERCHANT WHOSE capital will not permit him to secure a main-street ground-floor location has two choices—either he must go into a side street and bring the people after him, or he must locate above the crowd and attract their eyes upward. Of the two solutions, the second is at once the easier and cheaper. Evidence is not lacking that men and moths are both willing victims of the attraction of light. Here, then, is an opportunity to create virtually new real-estate values and to draw good revenue to the electrical industry in the operation.

MANY examples exist to prove the effectiveness of light in diverting trade currents from old-established channels into the byways and backwaters. Salt Lake City, Cleveland, Elmira and a hundred other communities east and west have established new trade centers through the efficacy of electric light. A notable experiment in this direction was tried in New York some years ago when the lighting of Fifth Avenue's exclusive shop windows immediately multiplied the after-dark traffic on that thoroughfare. There is a case in a small mid-west town where a restaurant up an alley developed a good patronage through installing a festoon of incandescent bulbs, and another case of an off-the-highway roadhouse on Long Island which attracts motorists over a two-mile stretch of ruts and mud-holes by the extremely simple expedient of a flood lighting unit equipped with a flasher. Evidence is not lacking that men and moths are both willing victims of the attraction of light; the proposition is, how can we extract the last dollar of revenue from this human failing?

One opportunity which has not received the attention it deserves is the sale of display lighting to mercantile establishments located above the ground floor. The merchant whose show windows are on the level of the eye has a comparatively easy problem if he is on the main shopping street. His clientele is ready-made. The merchant whose capital will not permit him to secure such a desirable location has two choices—either he must go into a side street and bring the people after him, or he must locate above the crowd and attract their

eyes upward. Of the two solutions to the problem, the second is at once the easier and cheaper.

In many of the smaller cities the development of second-story shops will be purely creative work. Merchants badly located away from the lines of traffic will have to be induced to move. This, however, is not impossible, and in doing the work the lighting company may well and advantageously employ the co-operation of a very desirable ally—the leading newspaper. In Chicago, years ago, when second-story shops were unknown, the lighting company and the *Chicago American* developed a considerable amount of such desirable business. One merchant—a clothier—made a strong electrical display and supported it in his newspaper advertising by adopting the slogan, "Climb One Flight and Save Ten Dollars." The public was informed through the newspapers that the saving in rent of an upstairs location as against the main street location enabled the merchant to give exceptional values. The liberal nightly display signs and high-intensity windows turned his location



This Second-story Bank Increased Its Business 50 Per Cent Through the Agency of Its Electric Display. Beneath It Is Another Bank

into a landmark. Combined, the two leading forms of advertising made that merchant rich, and his success opened the way for many more merchants in many lines of business to win popularity and profit without risking the large investment of a ground floor stand.

An unusual development of second-story business has been accomplished by the bank signs of Los Angeles. At last report, five banks doing business above the ground floor had installed electric signs. One such bank, we recall, was above a moving picture theater and another was above a bank. Think of one bank drawing patronage up a flight of stairs from another bank located on the street level! It was stated by one of these banking houses that its business increased 50 per cent within a short time after its electric sign was installed. The increase, of course, could not be credited wholly to the sign, but the banker was insistent that the sign was responsible for a large part of the gain.

UTILIZING THE BUSIEST CORNERS

In New York City, two of the busiest corners in the world have second-story shops, these being the corners of Forty-second Street and Broadway and Forty-second Street and Fifth Avenue. Also, in the same city there are upstairs shops in Herald Square and at the corner of Forty-second Street and Sixth Avenue. In every case, electricity is the advertising medium used to attract the passerby to the merchandise displayed under strong light in the show windows above. In Chicago, which probably should be credited with pioneering the second-story shop, locations are cho-



The Lighting of Fifth Avenue's Exclusive Shops. An Experiment that Drew the Crowds
New York Photos Courtesy N. Y. Edison Company

sen off the main street. The reason for this is that State Street stands, even above the ground floor, are very expensive and the upstairs merchants find it an added advantage to advertise their moderate rentals.

There seems to be no limit to the kind of shops that can win success above stairs with the aid of electric advertising. Clothing merchants predominate, but in addition there are banks, shoe stores, tailors, milliners, corsetières, women's wear shops and even restaurants. Nor does it seem to matter greatly what sort of a store is underneath. Above moving picture theaters seems to be a favorite location; above popular cigar stores another. One bank, as we have said, had the hardihood to locate above another bank, and an upstairs restaurant of quality in Chicago is located above a "one-armed" lunch room. The only

requisite, apparently, is that the establishment have an attractive and generous entrance, easy steps ascending, and—plenty of electric light.

HIGH-INTENSITY WINDOW LIGHTING ALSO NECESSARY

It must not be understood that electric signs alone will suffice to properly embellish an upstairs shop. The signs are essential, but equally necessary is window illumination of high intensity. A glance at the accompanying pictures will emphasize this truth. One famous upstairs merchant in Chicago, who advertises himself as the largest exclusive clothier in the world, keeps his entire establishment alight far into the evening. The side walls are practically all glass; the light is extremely bright; passers-by are impressed with the extent and the up-to-dateness of the shop. This man has quite a



A Brilliant Doorway Is Essential to Second-story Success. This is the Stairway to a Chicago Clothing Shop

A Popular Corner. Despite the Elevated Railway Nearby, the Electric Display Attracts Purchasers Up One Flight

This Upstairs Merchant Takes Advantage of the Display Lighting of the "Movie." His Own Lighting is Quite Modest

modest corner sign, but the liberal use of electricity within is even more effective than if the same consumption were used on the exterior.

THE STRANGE CASE OF FIFTH AVENUE

Perhaps the best example of using the interior and window lights is Fifth Avenue, New York. This smart street, as most people know, carries its claim to "exclusiveness" to ridiculous lengths. No electric signs are allowed directly on the Avenue. The extent to which the vulgar appeal for patronage may be carried is a simple transparency upon the window. Tiffany's, Arnold-Constable's, and a few catering and specialty shops are so exalted that they have no signs at all. Several years ago, this rarefied atmosphere was invaded by a lighting expert who induced the merchants of a single block to light their windows at night.

The effect of this was instantaneous—also brief. Within a few days after the lights were installed, the avenue was thronged nightly with after-dark sightseers and shoppers, but the snobbish shopkeepers—can you imagine a tradesman having any title to snobbishness?—decided that the "persons" attracted by the illumination were not of the class they wanted to appeal to, and so the lighting was abandoned. To-day, if we except Lord & Taylor's and a couple of other progressive establishments, Fifth Avenue is a Stygian chasm after nightfall. Also, it may be noted with grim satisfaction, very many of the shopkeepers who were too proud to advertise electrically are either out of business or have moved elsewhere. The unlighted shops are vacant.

The development of second-story shop lighting is not easy, but in very many cities it offers a definite opportunity to the central station salesman. In places where there is a single shopping street, or where the town square is the center of after-dark activity, or where density of traffic makes the upstairs location an economic necessity, there the central station can begin its campaign. It has been estimated by a well-known advertising man—not in the electrical business—that the annual expenditure for sign and display lighting totals \$25,000,000, which is only 5 per cent of the country's central station income. Surely it should be larger. The second-story shop offers one good way of increasing it.

THE PICNIC AT THE POINT

The Brass Tack Brigade Boosts the Brotherhood's Chowder Party but Insists on Value Received for Its Advertising Appropriation

By FRANK B. RAE, Jr.

"**I**F you can be in town next week," wrote Davis, commercial manager of the Combination Gas & Electric Company, "I want you to come to our Thursday meeting. You're supposed to know something about advertising. We have an advertising proposition to thrash out on Thursday that will interest you."

Naturally, I shifted my itinerary so as to be there on Thursday. Big Jim Lenox met me as I came into the office.

"Just in time," he said. "Davis has his performing bear caged up in the private office. Let's go up stairs and get the stage set."

This talk was all Greek to me, but I followed him to the big room where the Brass Tack Brigade—the sales department of the Combination Company—held its daily meetings. Looking over the twenty or more men there assembled, I could not help thinking how different this selling organization was from the many others I had known. Davis had said to me once that these men viewed their work as a business, not as a job. Certainly they acted like businessmen, not like jobholders, and the records showed that they used their brains as well as their mouths in selling the company's service and appliances.

* * * * *

DAVIS entered the meeting room, ushering in a burly citizen who looked as though his proper occupation should be to wipe bar glassware on a soiled apron. The stranger was not prepossessing, yet there was about him a rough goodfellowship; from his smile you knew he could make friends quickly, from his eyes you knew he was honest according to his lights, and from his jaw and hands you knew him for a fighter. The type is common in ward politics.

The meeting of the Brass Tack Brigade proceeded in order. As the roll was called, each man rose and reported on his work of the previous day. After this formality there were a few routine announcements and in-

structions; then Davis came down to the important business of the day.

"Fellows, the company is up against a question of policy which it has seemed wise to submit to this department for solution. The advertising expense, as you know, is charged to us. We all agree that this is right, for advertising is properly a part of the sales expense. But there have been items charged to advertising which I have felt were not proper advertising expenses and I have complained to the general manager in regard to these items. Now, the Old Man is something of a fox. Instead of issuing instructions to charge these items to some other account than advertising, he puts it up to me to eliminate the items. And I, being something of a fox myself, am passing the buck to you."

"What are these mysterious items?" asked Jack Reeves, sarcastically. "You're talking like a congressman. Why don't you get down to brass tacks?"

The stranger joined heartily in the laugh that followed.

"Well," said Davis, who could grin even when the joke was on him, "we have one of the items represented here in the person of Mr. Timothy Corcoran. Tim is an officer of the Wiremen's International Brotherhood. He will put his proposition before you."

It is characteristic of the Brass Tack Brigade that their faces portrayed but polite—and keen—interest. This strange man was going to present a business proposition, apparently. Very well; they would listen carefully, discuss candidly and without prejudice, and decide fairly.

"The proposition is very simple," spoke Corcoran, dragging a booklet from his pocket. "The Wiremen's International Brotherhood is going to pull off a Harvest Festival out at the Point. We think that your company ought to take a page ad in our souvenir program. You're a big company with lots of money, and it'll pay you to stand in with the boys. Them that's represented in this here

program we know is our friends: them that ain't—"

"Just a minute, Mr. Corcoran," cut in Jim Lenox coldly: "Let's not suggest that we are anything but friends with the wiremen. We're the best friends you've got. Now, as I understand it, this is an advertising proposition. We are asked to pay our money for space in your program. That money comes out of this department. The only reason we ought to spend the money is to help us get more business. Do you honestly think a \$50 ad in that program will help us fellows here to sign up any more wiring contracts?"

The representative of the Brotherhood was clearly nonplussed. "Why," he said, "I dunno as I ever thought of it that way. You see, your company has always taken an ad when we had a picnic or a ball. Some advertisers simply print 'Compliments of a Friend' in the space. It's just sort o' being a good fellow—you're all good fellows here—and sort o' helping the boys out on the expenses. A picnic down to the Point costs a lot of money. You oughta come across."

"Then," suggested Reeves, "what you really want is a charitable contribution. Is that it?"

"A charity contribution? Not on yer life! The Brotherhood ain't asking anybody for charity." Corcoran had begun to perspire a bit; also he was becoming angry. "It

seems to me you fellows are taking a mean view of this proposition. What's advertising for, anyway? Why, it's to make folks think well of you. If you put your ad in this here souvenir program, you'll get the boys with you. They'll be your friends."

Little Mike Daly, a red-headed representative who worked a territory on the other side of the tracks, took a hand in the argument.

"Tim," he said, for he knew the big Irish labor man well, "Tim, I'm ashamed of ye? You're a good secretary for th' Brotherhood, but you're no salesman. Ye come here to sell advertising and end up by peddlin' yer friendship for \$50. If that's all the friendship o' th' Brotherhood is worth, we'll none of it. But listen: what you really want is not charity nor a \$50 page of 'friendship,' but you want us men to help make yer picnic a success. Then why don't you ask us to do that?"

"Ain't that what I'm askin'?" said Corcoran, answering one question with another. "Each year th' company has taken a page in th' book, and other folks have taken a page, and with the money we've paid the expenses of th' finest labor picnic held in this city. Ain't that helpin' to make it a success?"

"Listen, Corcoran." It was Davis who spoke now. "I think you begin to understand why I put this proposition up to the boys. They are



"Sell tickets," shrieked Reeves. "Me sell tickets to a picnic at the Point?"

willing to have money spent for advertising if the money so spent will help their sales. They're willing to help make your picnic a success, if that's what you want them to do. But they're not willing to have money contributed to your picnic under the guise of 'advertising' when we all know and admit that our name in your program will not help this department sell a nickel's worth of the company's service. Therefore, the so-called advertising proposition is turned down—cold! But we're not through with you. We want to show our friendship by boosting the picnic. What'll we do?"

The Brotherhood's representative did not know how to take this new suggestion. He had come prepared to bluff or bluster \$50 away from the Combination Company. That was a perfectly fair and honest proposition as far as he could see—a species of lawful blackmail. But these boys had placed him in the position of being a beggar or, what was worse, of putting a money price upon the one thing which is priceless to any red-blooded man—friendship. He did not know whether to leave in a rage, or to apologize or to try to talk down the opposition he had encountered. It was Micky Daly who came to his rescue.

"Tim," said the sorrel-topped youngster, "yer fair beaten, but if you'll let me make a suggestion it'd



"The proposition is very simple," spoke Corcoran. "The Wiremen's International Brotherhood is going to pull off a Harvest Festival out at the Point. We think that your company ought to take a page ad in our program."

be this: Why not turn over to us b'y's a hundred tickets. That'd be five apiece. We'll all come and bring our girls and we'll sell all th' tickets we don't use. Ye see, Tim, we fellers are salesmen—we're different from you. And instead o' getting \$50 o' charity money from th' company—which would have to come outa this department and make us all sore on ye—you'll get \$100 of honest money and have th' gang dancin' at yer picnic. An' after th' picnic every mither's son of us will work our heads off to get more wirin' contracts, which means more work for you fellers in th' Brotherhood."

I could see some of the men of the Brass Tack Brigade inwardly shudder at the proposal that they "take their girls" to a picnic at the Point, for among them were chaps who traveled with the local "four hundred," whose idea of an outing was to loll in white flannel on a rich friend's yacht. But no hint of their distaste was allowed to reach either Corcoran or Micky Daly. If going to a Brotherhood picnic were necessary for the good of their business, why, being businessmen they would go.

"That's a right handsome suggestion, Micky," was Corcoran's relieved reply, "right handsome. Th' boys'll appreciate it! I'll sind down th' hundred tickets," and the burly representative of organized labor shook hands with Davis and departed.

* * * * *

AS soon as Corcoran was well out of earshot the crowd turned on young Daly with a roar.

"Sell tickets?" shrieked Reeves. "Me sell tickets? Not in this year o' grace! Not—at—all!"

"A little less rough stuff," suggested Davis, pounding upon his desk. "You fellows did a fine job. Don't spoil it. I personally have no yearnings to attend this chowder party, but if it's got to be done we'll do it. I believe that a true gentleman would smilingly lend eclat to a murder, if so be it seemed necessary. This picnic at the Point may not be actual murder, but it'll be mighty close to it."

"Aw, youse fellers make me tired!" cut in Micky. "Didya think I meant to have a bunch o' dress suit guys going out an' crabbin' that Brotherhood shindy? Nix! I tell ye what'll happen: Lemon an' Brady an' me an'

a couple o' more harps from th' line gang will go and we'll make so much noise they'll think the whole company is there. As fer th' tickets, I'll take the lot an' peddle 'em across th' tracks to th' bunch that works in th' steel mill. Them fellers had rather go to an Irish picnic than inherit a million. I'll leave a dozen tickets in three or four saloons and th' next day I'll go an' get me money. That's all there is to that."

Reeves heaved a sigh of relief. His father was a retired banker and his doting mother had not raised her boy to appreciate the joys of a labor union picnic.

"Fellows," said Davis, as the Brass Tack Brigade rose to adjourn, "we have made a tremendous step toward purifying the company's morals. About one-quarter of the money spent in the past on what was called 'advertising' was for items like that

one of Tim Corcoran's. It isn't advertising. It isn't exactly graft. It's simply a fool system of making political and charitable contributions in a disguised form. You fellows have satisfied the Brotherhood, which was one of the hardest propositions of all to handle without starting a riot; and thanks to Micky Daly you've given the Brotherhood more than they expected to get and more than they ever got before. I suspect that the next solicitation of this sort will be from the Associated Churches who want to erect a tabernacle and hold revival meetings. When the preachers call, I'm going to turn them over to Jack Reeves, here, and see if he can handle them as cleverly as Micky handled the Brotherhood. Since Jack won't sell tickets to a chowder party we'll see what he can do on the 'sawdust trail.'"

"Bad cess to 'im," growled Micky.

Will Your Town Have a Farm-Products Show Next Month?

Novel electric lighting was the feature of the Corn Show held at Bloomington, Ill., last fall, and so successful was the enterprise that the merchants of the city plan to repeat the show again this year, from Oct. 18 to 28. Over the brick walls of Bloomington's coliseum structure 1-inch boards were fastened, and covering this board surface were nailed split ears of corn, several hundred bushels being used for the purpose. For other decorations, corn stalks were used—red, yellow and white corn being employed. The arch over the main entrance was made of baled hay and baled alfalfa and along the cornice of the buildings were tacked

stalks of corn with the leaves and tassels left on. The map of Illinois on the corner of the building was a huge mosaic of kernels of corn, the rivers being represented by red kernels. All the lighting effects were entirely "home made." Arms were extended out 5 feet from the top of the building to support tin reflectors inclosing 1000-watt, gas-filled lamps which produced striking flood-lighting on the sides and the front of the Corn Palace. Inside the building there was a huge "ear of corn" 27 feet long, made up of a framework of light strips of wood on which were tacked ears of corn sawed lengthwise.



The Electric Lighting of the Corn Palace—Outside and In—was the Feature of the Corn Show held at Bloomington, Ill., last Fall. The Show Is to Be Repeated this Year

The Business of Putting On a Local Electric Show

AN ELECTRIC SHOW is simply an electrified county fair. People come to be amused and amazed. Their eyes and ears are open. They are ripe prospects for whatever electrical education we may offer. America's Electrical Week, which comes Dec. 2 to 9, will be the best opportunity of the year for an electric show; for that reason the information and suggestions here given by Charles L. Benjamin and Philip Grossman, two of the moving spirits of Milwaukee's successful Electrical Prosperity Week Show of a year ago, are of timely value.—*Editors.*



THE OFFICERS AND EXECUTIVE COMMITTEE OF THE MILWAUKEE ELECTRICAL SHOW ASSOCIATION

Standing: S. B. Way, H. P. Andrae, Philip Polachek, E. A. Quarfot, H. O. Seymour, A. L. Pond, C. W. Lamb, Hans J. Meyer, Henry F. Tresher, J. C. Slaff, Charles L. Benjamin, W. Harvey Kelly. Seated below: S. T. Gales, secretary; Philip Grossman, vice-president; R. M. Van Vleet, president; P. C. Burrell, treasurer.

IN laying plans for an electric show the first thing to do is to get a list of guarantors. Then, with consideration for the size of your town or city, determine the amount of money which must be spent to put on an adequate show. Get the interested firms, picked from the list of guarantors, to pledge the amount. The sums should be proportioned, asking from each according to the size of his business. Out of a total of, say, \$5,000 guaranteed, the central station—the greatest gainer from such a show—will, perhaps, pledge \$1,000. Jobbers and the larger local manufacturers can be expected to sign for \$200 to \$300, and some contractors will agree to pay from \$50 to \$100.

That guarantors be obtained first is important, for this precaution not only insures funds to carry on the show, but also automatically produces a group of show boosters. After men have pledged money to a venture they no longer regard it apathetically. Moreover, when you know about how much money you have to spend, you can make up a fairly accurate budget of

expenditures from estimates and actual bids on work. The original budget and the final expenditures for the Milwaukee 1915 show differed materially in only one item—the outlay for publicity. At the outset the Milwaukee folk planned to spend \$1,500 for publicity. Later they decided they could not afford this amount so they spent only about \$700. So much for getting under way.

SELECTING COMMITTEES AND THE MANAGER

The next thing to do is to form a corporation and name it. Under the law this action is desirable, since in a partnership each partner, in event of suits for damages, is liable for all or any part of a judgment; in an incorporation each stockholder is liable only in proportion to the amount of his interest in the company. So it is a good plan to incorporate for mutual protection and to make the organization an "incorporation not for profit" to avoid paying an incorporation fee.

Then it is time to get organized, to appoint your committees and to select

a manager. You may appoint whatever committees local conditions demand, but regardless of local conditions or anything else, do not fail to secure the services of an energetic show manager.

Even though at the beginning someone has volunteered for each bit of work foreseen, there must be a head man to act as a clearing house, to handle all of the details, to take upon himself those myriad last-minute tasks that always crop up when every working committee is loaded to the guards and no new committees are to be had.

The manager must be ready to assume these duties. Consequently he must be paid. Preferably his salary should be based, however, on the extent of the profits from the show.

The big job, of course, is to sell exhibit space, and here again the general manager comes in handy. The central station company may be asked to take the biggest space. Twenty per cent of the entire hall may not be too much for it. Jobbers and local electrical manufacturers should be asked to take the next larger booths; and



Arrangements Must Be Made for Closing the Doors Against More Visitors When the Show Room Becomes Comfortably Filled

smaller and less expensive space can be offered to contractors, to dealers, and also to department stores handling electrical goods.

Fit the space to the people of your town. If your smallest booth lists at \$50 and someone can afford only \$25, don't quibble, cut a booth in two.

COLLECT EXHIBITORS' MONEY IN ADVANCE

It is certainly understood that the general manager should have a large committee to help him sell space. The advantages of a large space selling committee are many; the man who will not purchase when first approached, can, usually, be "sold" if enough of his friends in turn solicit him.

Besides "getting the name on the dotted line," the solicitors should secure 25 per cent of the contract price

at the time of closing the contract. Strict adherence to this plan prevents exhibitors from backing out and prevents regrettable and disastrous mistakes in the budget making. The other 75 per cent of the cost of exhibit space may be collected at any time before the show opens. Furthermore, along this idea of getting money in early, it may be added that \$400 or \$500 should be deposited to the credit of the show incorporation right at the start. The required amount can easily be secured from a few of the largest guarantors, since their space bills will be much larger than this amount. This \$400 or \$500 fund will prove mighty handy.

HOW TO HANDLE THE PUBLICITY

It has already been suggested that such committees be appointed as local

conditions demand, but whatever the local conditions a good publicity committee is demanded. Its membership should include the advertising managers of the public-service company, the larger jobbers and any other available buyers of large newspaper space. This will give the committee weight with the newspapers, and while these men may or may not write the copy, they should conduct all advertising negotiations.

It is a good plan for this committee not to select any single paper as the official organ of the show; if they do one paper will be a booster for the show and all others will be indifferent to it. On the other hand, if the representatives of all the papers are told that each will receive his just share of the appropriation; that the committee does not know in advance just how much money it can spend for the show itself, but that it will aid in securing electrical advertising from individuals; that a list of prospects for Electric Page contributors will be furnished, and that either data or already written stories for the reading columns of these pages will be supplied, newspaper support will be assured. If any individual advertiser among the dealers balks at spending money in this Electric Page advertising, advise him to spend his Christmas appropriation just before show week. It will prove a good business for him to do it.

SETTING THE OPENING DATE

It is not wise to start the active newspaper publicity campaign more than a week in advance of the opening date. A few little items may be given for publication a month in advance, but about one week is the limit to



The Telephone Company Will Doubtless Co-operate with an Educational Exhibit, and Local Jobbers Will Want to Be Represented



The Electric Light Company Should Take the Largest Space

Fixture Dealers Have Much to Interest Home Makers

which steady, every-day-hit-'em-again advertising and news stories can be fed to the newspapers and to the public with success. When the opening date really arrives the newspapers can be depended upon to cover the show—for then it will be news.

The experience at Milwaukee last year demonstrated the advisability of setting the opening date on Saturday. Sunday is the day on which newspapers have most reading space available for news stories, have the greatest circulations, and have, therefore, the best opportunity for heralding the week's great electrical event to the people.

The interest of the newspapers in this opening night can be increased by the "special invitation stunt"—that is, making the first night an occasion when the exhibitors formally invite those among their acquaintance who constitute the town's well-known people. Many an important personage receiving a formal invitation to the opening of the electric show from the head of one of the city's large electrical firms, will turn out in evening clothes, whereas he might otherwise have passed up the event entirely. When the newspaper men see Mr. and Mrs. Important Personage, their beautifully gowned daughters and their friends among those present on opening night, the show immediately takes on a "front page" aspect regardless of what news value it may have possessed before.

COMPLIMENTARY TICKETS FOR EVERYBODY

Whether the show, after the first night, shall be free or shall have an admission charge is another important question. "Primarily, we believed the object of the show was to present the advantages of electrical goods to as many people as possible,"

say the Milwaukee men, "so our show was free. But to reach the man who will not attend a free show but will attend anything on a 'complimentary,' we issued admission tickets—100,000 of them. These the exhibitors distributed to friends and customers, typing on a blank space provided, 'Compliments of The Milwaukee Electric Railway & Light Company,' or whatever the name of the donor might be. After this wide distribution of complimentary tickets with electric lighting bills and in other ways, when a man approached the door without a ticket he was passed in. Such a plan brings the crowds. It also 'passes on' the expense of selling or distributing tickets to individual exhibitors."

Early in the plans, it is advised, a good location for the show should be selected. Well-known public or semi-public auditoriums are perhaps best.

Empty store buildings on the main street and on car lines come next. Sometimes a building owner will give one week's rent free if the store room is restored to its original condition, minus dirt.

Then comes the job of dividing the space and finding the price for it. Booths 10 x 10 ft. at \$1 a square foot represent "a fair buy." Next, the booths must be erected and decorations put up. It is well in this connection to remember that open booths are best for large equipment, and booths with a tight railing and a counter serve best for smaller appliances.

The decorations should be put up by the show company itself to insure uniformity and to save money. In letting contracts on this work the exhibits committee should put a clause in the booth builders' and decorators'



The Milwaukee Contractors Collaborated on this Novel Educational Booth to Show the Public the Various Methods of Wiring

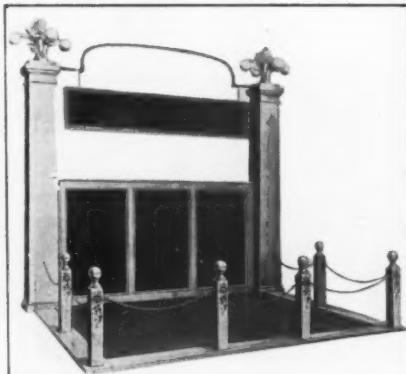
contracts requiring that after the show all walls, booth material, etc., be restored to their original condition. This will insure the removal of all tacks from woodwork and walls. Money may also be saved by contracting with the carpenter who builds the booths to take back the used material after the show.

HAVE SOMEBODY COACH THE EXHIBITORS

While this work is going on someone must "push" the exhibitors in the work of getting their displays ready. It leaves a bad impression if the show is opened with half-completed or empty booths. Exhibitors should be coached, first, on the necessity of getting the display set on time; second, on the advisability of providing an intelligent attendant for the booth at all times; third, on the value of motion in the display itself, and, fourth, on the fact that the public comes to learn, either by reading placards or by asking questions.

It must be the work of someone, therefore, to encourage the use of exhibits that show "how it works" and the tacking up of many placards that tell "how much it costs to operate."

There are many things like this which must be looked after. They are details, of course; but they are important. Some of them are: Music, of which there should be an ample supply (say, \$300 worth on the basis outlined); flowers, without which the show will look flat; drinking water, which does not cost much but must be available; fire extinguishers, which can generally be borrowed but must be guarded against theft; rest-room facilities for both sexes; clever exhibit arrangement, placing the most interesting sights farthest from the entrance; electric light and power service, which should be sold to exhibitors



Open Booths Provide for Exhibiting Large Equipment, Motors, Etc.

| Expenditures, Milwaukee Electric Show Association, 1915 | |
|--|---------|
| Advertising (posters, invitations, imprint on posters, etc.) | \$1,500 |
| Booths and interior decoration | 550 |
| Music | 186 |
| Wiring—Interior | 275 |
| Extras | 75 |
| Street wiring | 100 |
| Watchman | 85 |
| Cleaning | 45 |
| Telephone | 19 |
| Rent (free) | 185 |
| Stairway, door, arches, extras | 30 |
| Postage | 200 |
| Office help | 200 |
| Electricity | 150 |
| Rest-room attendants | 30 |
| Signs for booths | 45 |
| Letter service | 26 |
| Building rent | 30 |
| Window cleaning | 10 |
| Burdick & Allen | 13 |
| Lamps for arches | 90 |
| Lamp for booth | 20 |
| Messenger service and delivery | 20 |
| | \$3,684 |
| Extras for labor, decorations, carpenter and incidentals | 250 |
| | \$3,934 |
| Salary of manager | 500 |
| | \$4,434 |

at flat rates to avoid unnecessary wiring and billing expense; plans for closing the doors against more visitors when the room becomes comfortably full; spectacular or human-sympathy advertising, such as bringing in all inmates of the orphans' home and treating them to candy en route; providing adequate word-of-mouth and placard advertising of the fact that prizes are given away each day; and, finally, a provision for a meeting of the guarantors and exhibitors after the show.

AFTER THE SHOW IS OVER

How this after-the-show meeting of the guarantors and exhibitors is conducted is generally determined by the results of the show itself. The following partial report of the general manager of Milwaukee's 1915 show, given herewith, points out what results may be expected from an electric show.

The report read in part: "The exhibition has brought about a closer relationship in the electrical industry here and has provided a far more congenial and co-operative condition than ever existed before. As many of you know, we had some difficult problems to overcome before success was assured, and some of the exhibitors were quite reluctant to participate, not seeing the final results as did some of us. These people have assured us, however, that they will not be caught waiting for a second request to participate in future expositions.

"We had a total of thirty-two exhibitors who paid for their exhibit space prior to the opening of the show the total sum of \$4,005. There were, in addition, eighteen institutions

which contributed the total sum of \$115, making the total revenue derived from the sale of space and from contributions the sum of \$4,120.

"Vouchers and receipts for all the expenditures are in the hands of the treasurer with the exception of about \$40, which is accounted for, but for which no receipts were taken.

| | |
|-----------------------|------------|
| Total amount received | \$4,120.00 |
| Total amount expended | 3,105.38 |
| Balance cash on hand | \$1,014.62 |
| Discount | 1.75 |

\$1,016.37

"The attendance for the week amounted to 63,000. This does not include the number entering without tickets, which is variously estimated by committee members from 5000 to 12,000. It is my opinion that about 6000 passed through the doors in this manner, bringing the total attendance to 63,000 by actual count and to an estimated total of 69,000 people.

"The sales for the week are somewhat of an uncertain quantity. I have been able to check definitely only about \$32,000 of business. From time to time since the closing of the show, however, various reports have come to me which bring the total sales close to the \$50,000 mark."

* * *

Milwaukee's success with her electric show of 1915 has been repeated in a score of other cities and, whether the financial balance in the auditors' accountings for each of these has been on one side of the ledger or the other, there can be no doubt that in every case the public has profited from its attendance at the show by a better understanding of electrical appliances, while the local electrical industry has benefited from direct and indirect sales and from a new realization of the meaning of co-operation for all time for everything electrical.



A Tight Railing and Counter Are Best for Displaying Small Appliances

ESTIMATING A FACTORY MOTOR-EQUIPMENT JOB

Third of a Series on Estimating Methods for the Electrical Contractor

By J. W. HOOLEY

Chief Estimator for a Large New York Electrical Contracting Firm

THE electrical contractor who submits his bid in business-like fashion and backs it up with a sound knowledge of detail costs, meets other business men with whom he is dealing on a business basis, and wins contracts on terms that will assure him a proper profit.

The advantages of such business-like methods are, for example, well illustrated by the circumstances surrounding the installation of electric drive in the factory of a large coffee and spice company not long ago.

For years this 300-hp. isolated plant had been a hard nut for the central-station power salesmen to crack. One agent after another called and presented his arguments for motor drive, but each invariably met the answer:

"Well, we have been running our engine nine hours a day six days a week for ten years, without having any trouble. Once a year we shut down for two weeks to overhaul and make repairs, but we have never found any part of the plant in a condition to make the shut-down necessary." After this little talk there was nothing for the salesman to do but take his hat, thank them for the interview, and report "progress" to the boss.

ARGUMENTS THAT INTEREST THE MANUFACTURER

One day a consulting engineer interested himself in the coffee company's power problem. In his talk with the manager, after looking over the plant, this engineer presented the benefits of motor drive in a new way:

"Aside from the money that will be saved by eliminating belt slippage, and friction loss, through the removal of all the main belts, shafting, etc., you now use for transmitting power from the basement to the fourth floor, you will gain," he said, "about 200 sq. ft. of floor space—also as much as 5 ft. of head room in many places on your floors. Moreover, with electric drive you can close all the openings in your floors through which the main belt now passes, using this space for manufacturing and making a better floor construction throughout."

His last and clinching argument was: "Suppose you should have an accident or a breakdown? You have only one boiler, one engine and one means of transmission. Accidents and breakdowns will occur, and because you have not been bothered in the past offers no certainty that you will always be so fortunate. Such an interruption in any case would be a serious matter, and if a shut-down occurred at certain times, during a roasting operation, it

were ready, and four electrical contractors were requested to submit bids on the work. Particular emphasis was laid on the form of the bids, and on the time and place for receiving bids—a warning being sounded that no bids would be received at any other place, or any time later, than specified.

Notwithstanding the clear and well-drawn specifications and all the effort to make clear the express conditions of submitting the bids, only one of the



Method of Installing Lighting and Power Distribution Cabinets in a Modern Factory Building. Vertical Shafts Accommodate both Sets of Feeders. The Power Cabinet at the Left, and the Lighting Cabinet at the Right both Open into this Shaft, to which Access is Given for Workmen by the Doorway Shown

might mean the loss of from \$500 to \$1,500 worth of coffee, would it not?"

Admitting the weight of the engineer's arguments, the factory owner commissioned the engineer to prepare a report, and after this had been submitted the owner contracted with the engineer to draw up plans and specifications for a complete change-over to motor drive.

In due time plans and specifications

four contractors had his bid on hand at the time called for.

The factory owner, who had been using the old drive for fifteen years, refused, however, to wait even one hour for the other bids, and calling up the engineer, asked him to get in touch with the contractor who had submitted the lone bid and have him at once bring his papers and data to the factory office to settle on the job. "For,"

| ITEM | | QUAN-TITY | DESCRIPTION | MATERIAL | LABOR |
|--------------------------------|------------|-----------|--------------------------|----------|-------|
| ITEMS FLOOR AND CEIL. QUANTITY | | | | | |
| 1 | 4" | 1 | 20 HP - 750 R P M | 142.00 | |
| 2 | 4" | 1 | 5" - 825 " | 20.00 | |
| 3 | 4" | 1 | 6" - 1700 " | 160.00 | |
| 4 | 3" | 1 | 6" - 825 " | 20.00 | |
| 5 | 3" | 1 | 10" - 720 " | 20.00 | |
| 6 | 3" | 1 | 10" - 720 " | 20.00 | |
| 7 | 3" | 1 | 10" - 825 " | 20.00 | |
| 8 | 2" | 1 | 10" - 600 " | 10.00 | |
| 9 | 2" | 1 | 25" - 825 " | 30.00 | |
| 10 | 1" | 1 | 5" - 825 " | 10.00 | |
| 11 | 1" | 1 | 5" - 825 " | 10.00 | |
| 12 | 1" | 1 | 10" - 825 " | 20.00 | |
| 13 | 1" | 1 | 10" - 720 " | 20.00 | |
| 14 | Base Bolts | 1 | 30" - 725 " | 40.00 | |
| Total Weight | | 9 | Tow Hauls Delivered Bldg | 100.00 | |
| Total Cost | | | | | |
| | | | | 142.00 | |

Sheet 1—Motors for the Job, Speeds, Etc.

| ITEM | | QUAN-TITY | DESCRIPTION | MATERIAL | LABOR |
|---------------|-----|--------------------------|-------------|----------|-------|
| ITEM NOTES | | | | | |
| all gal. | 120 | ft 3" Conduit .30/10 | 90.00 | 24.00 | |
| gal & fitting | 6 | 3" El. 2.00 | 12.00 | | |
| | 3 | 3" L + B. 3.0 | 9.00 | | |
| | 3 | 3" a fittings 3.50/50 | 10.00 | 1.50 | |
| | 100 | ft 2" Conduit 24/15 | 90.00 | 15.00 | |
| a fitting com | 2 | 2" L + B. 6.0 | 12.00 | | |
| all sizes are | 1 | 2" L + B. 15 | 15.00 | | |
| for end of | 1 | 2" a fitting 2.90/50 | 2.00 | 5.00 | |
| conducts had | 260 | ft 2" Conduit 15/10 | 90.00 | 26.00 | |
| may be of | 9 | 2" El. .45 | 0.60 | | |
| 3 makes | 3 | 2" L + B. 10 | 8.00 | | |
| | 8 | 2" a fitting 120/35 | 8.00 | 2.00 | |
| | 300 | ft 1 1/2" Conduit .12/08 | 50.00 | 24.00 | |
| | 10 | 1 1/2" El. .25 | 2.00 | | |
| | 6 | 1 1/2" L + B. 0.8 | 0.80 | | |
| | 18 | a fitting 70/35 | 1.00 | 6.25 | |
| | 200 | ft 1 1/4" Conduit .10/08 | 20.00 | 16.00 | |
| | 10 | 1 1/4" El. .20 | 0.80 | | |
| | 10 | 1 1/4" L + B. 0.6 | 0.60 | | |
| | 12 | a fitting 60/25 | 0.80 | 3.00 | |
| | 50 | ft 1" Conduit .08/07 | 0.80 | 3.60 | |
| | 2 | 1" El. .15 | 0.20 | | |
| | 4 | 1" L + B. 0.06 | 0.20 | | |
| | 4 | 1" a fitting .40/25 | 0.80 | 1.00 | |
| | 300 | pipes, straps and screws | 1.00 | 1.00 | |
| | | | 50.00 | 50.00 | |
| | | | 62.00 | 313.75 | |

Sheet 2—Conduit, Fittings, Etc.

he added, "any contractor who cannot be on time with his bid has no chance to be on time with the job."

Thirty minutes later, with the contractor present in the plant office, the owner said to the engineer: "Now I am going to put this entire matter in your hands as I know nothing about electric construction, but if this contractor can show you that his bid is fair and based on materials that meet your approval and specifications I will award him the work right now, without any other loss of time.

"If on the other hand you are not satisfied with his offer, you must get an entirely new list of bidders, for I

will not consider proposals from any of those contractors who have failed to get their bids in on time. As soon as their bids do come in, each will be returned with a note explaining my reasons for my action in so doing."

The engineer then turned to an examination of the contractor's proposal. Fortunately, under the circumstances, this contractor ran his business on a business-like basis. He was sometimes called a "crank" on detail, for he insisted that all estimates be prepared with the utmost attention to every item. He admitted also to his friends in the contracting business that he could not afford to guess at cost and

other figures, so he kept all his costs handily tabulated and knew just what it was costing him to do business. He had ready to show to the engineer therefore the carefully prepared estimate sheets reproduced herewith, which enumerated all the details of the job in hand.

Sheet 1, he explained, shows all the motors for the job; their speeds, location, whether on floor or ceiling; and the cost of each. With this sheet as a guide each motor may be delivered upon the floor where it is to be installed since instructions for installing the job are made from these sheets.

Furthermore, this listing of all

| ITEM | | QUAN-TITY | DESCRIPTION | MATERIAL | LABOR |
|-----------|-----|------------------------|-------------|----------|-------|
| all | | | | | |
| Mains | 150 | ft 600,000 c m .60/105 | 90.00 | 7.50 | |
| and | 250 | ft 300,000 " | 50.00 | 7.50 | |
| leads | 400 | ft .10 | 25.00 | 1.00 | |
| 25% | 220 | ft 250 | 18.00 | 1.00 | |
| Wire Robs | 150 | ft 90 | 12.00 | 5.00 | |
| 1" B. R. | 400 | ft 40 | 9.00 | 3.00 | |
| Shaded | 350 | ft 80 | 0.80 | 2.00 | |
| | 100 | ft 80 | 0.80 | 2.00 | |
| | 500 | ft 80 | 0.80 | 2.00 | |
| | | | 100.00 | 6.00 | |
| | | | 500.00 | 46.50 | |

Sheet 3—Wire and Cable

| ITEM | | QUAN-TITY | DESCRIPTION | MATERIAL | LABOR |
|-----------|-----|-----------------------------------|-------------|----------|-------|
| Sheet | | | | | |
| Sheet | 1 | all motors at Bldg | 416.00 | | |
| | 2 | all conduit and fitting | 247.50 | 12.75 | |
| | 3 | all wire and cables | 40.00 | 4.00 | |
| 1" E. Co. | 1 | service Board & Power Cable | 7.00 | | |
| | | 4" Motor Switches and fuses | 76.00 | 20.00 | |
| 6.0" Co. | all | pullthrough work Cable | 55.00 | | |
| | | pullings and E. using Nails | 12.00 | | |
| | | Metal pipe 1/4" gauge | 1.00 | | |
| | 4 | pipe Rule for Horizontal | 1.00 | 1.00 | |
| | | Erecting 14 motor starters | 28.00 | 2.80 | |
| | | cap Solder, Bells, etc. | 2.00 | | |
| | | Total Material | 621.53 | 44.215 | |
| | | Total Labor | 402.50 | | |
| | | Overhead 10% | 67.50 | | |
| | | Profit 10% | 74.00 | | |
| | | Bid | 815.00 | | |
| | | Estimate made by H. R. | | | |
| | | Bid made by H. R. | | | |
| | | Contract made by H. R. April 3-16 | | | |
| | | Work started | | | |
| | | Completed July 14-16 | | | |

Sheet 4—This is the "Total" Sheet, on which the bootings of all the other sheets are entered for final tabulation. Ten per cent of the labor and material total is added for "overhead" and then a profit of ten per cent is figured for the contractor. The allowance for bolts, taps, solder, etc., which cannot well be detailed, is taken from the record of former costs. It represents, moreover, the only approximation on these sheets.

motors serves as a check in making the estimate and in figuring discounts and making up a lot price for the entire motor equipment.

Sheet 2 shows all conduit, elbows and fittings, pipe straps, etc., the items being tabulated and figured with allowances by the foot for labor and material.

KNOWING LABOR COSTS IN DETAIL

"Gentlemen," explained the contractor at this point, addressing the owner as well, "we are not guessing at this labor, for we keep in the office a detail cost system of all jobs, that shows unit labor costs.

"Important to you, Mr. Owner, is the fact that should I be favored with your contract all necessary material can be ordered immediately from these sheets without any further check or loss of time, and we will not have to guess how many elbows or locknuts or bushings or other material we will send with the conduit. The estimate sheet saves us all this delay and annoyance."

Sheet 3, it will be noted, serves a similar purpose for the wire and cables that will be needed. While some contractors hold off from ordering the wire until the conduit is installed, this delay, declared the contractor, is quite unnecessary except in the case of very large feeders.

MAKING UP THE TOTAL SHEET

Sheet 4 is the "total" sheet, on which all totals of the other sheets are placed for final tabulation. First there are set down the totals from sheets 1, 2 and 3. Next follows the best bid received for switchboard, panels and motor switches, with the estimated labor that it will take to install these. By listing out the number of panels and motor switches and also noting that the fuses are included in the bid this item can be checked.

The next item is the bid received from a millwright who did all this contractor's work and was known to be a reliable man, as his figures could be accepted without question.

The last item is an allowance for bolts, tape, solder, etc., that will be needed throughout the job but which cannot be detailed. "This item," remarked the contractor, "is the only approximation throughout the entire list shown on sheets, and this allowance is based upon former costs."

"You see," he then went on to ex-

plain, "after the material and labor columns are totaled, these are added, and then we add 10 per cent to take care of 'overhead,' which includes the cost of our liability insurance, office expense and supervision of the work, etc., items which are really part of the cost. To this total cost we then add 10 per cent for our profit."

By this time the contractor had gone through the entire estimate with the owner and the engineer, and neither had questioned a single item, their only comments being indicative of approval. Neither had indeed even raised a question about the 10 per cent overhead. At first, thought the contractor, this item had not been noticed, for hadn't he been the butt of many a joke among his fellow contractors for his pet theory of "overhead," but before he had finished the session he realized that no mistake had been made, but that this time he was doing business with business men who were not denying the existence of the fixed cost of doing business.

At the close of the examination of the estimate sheets the owner said to the engineer: "Well, I am satisfied. How about you?"

"I am more than satisfied," answered the engineer. "I am convinced that this contractor knows his business from the ground up, and I know that you will not make any mistake in awarding him the contract.

Although he has never done any work under my supervision, a man who prepares his estimates in this manner must know his business and be capable of doing a first-class job."

Needless to say the contractor secured the contract right then and there, and while this was the first job he performed for this owner under the engineer's supervision, it was not the last, and his books now show several other contracts secured from them or through their influence.

As for the other three contractors who failed to get their bids in on time, they could not bring themselves to think that any owner who had a contract like this to place would return their bids unopened just because they were a little late. Belonging to the same contractor's association, they called up the successful contractor to find out how it all happened and all the rest of the details. So much was said that he invited all of them down to his office for a friendly little meeting. He suggested that each bring his estimates and rejected bids and he would show them his own contract, to dispel any doubt in their minds that he got his price without a cut.

And when the estimates were compared, lo! the bid submitted by the successful contractor (the only one, by the way, in which "overhead expense" had been included) named the highest price of any of the four!

A Little Real-Life Story, with a Moral

WITH a reputation for honest dealing Mr. Arthur Caswell had mixed an equal portion of hard labor, and built himself a business in electrical supplies and contracting that paid his bills and a little besides.

But not much.

Arthur Caswell, Jr., graduated from school and went to a big town to work. His job was pushing electrical goods off a counter for a big store, and pushing coin into cash carriers in exchange for the goods. Later his company let him push a few salesmen from behind a desk and allowed him to write his name on letters above the words "Assistant Sales Manager."

But about this time the sheriff began annoying Arthur, Sr., and there came a letter to the "Boy" to come back home and lend a hand. The old man's store was skidding toward the brink. Art went and found things stacked in rows, with dust on them.

Departed flies were lingering in the windows. When he asked his dad why they didn't make a noise and sell some stuff, the latter said that his was the only electrical store in town, and everybody knew it was there. When folks wanted anything, dad said, they would come in and buy it.

But they didn't want it very often or very much.

So Arthur, Jr., began to undermine his pa's peace of mind and spent one hundred dollars on advertising in four weeks. He washed the front window and put something in it that somebody would look at.

And people soon found out they wanted lots more stuff and wanted it often.

Thus it came to pass that Arthur, Sr., now is grumbling about the price of gasoline and tires instead of worrying about oats and horseshoes, which, though lucky, are old-fashioned.

Dresden Boudoir Lamp,
Shade of SilkA Graceful Standard with
Decorative Glass Shade

Inlaid Chinese Bronze Base

The Merchandising of Artistic Lamps for the Home

By ERNEST A. EDKINS¹

Manager of Electric Shops of the Commonwealth Edison Company
Chicago, Ill.

THE electric lamp, properly selected and properly placed, should be the decorative keynote of the home. Every intelligent woman knows that this is profoundly true; even the decorators are beginning to discover it. Lamps so chosen and placed must inevitably focus, accentuate and harmonize the color scheme of interior furnishings; they symbolize the personality and proclaim the taste of their purchaser; they impart that final and distinctive touch of "atmosphere" to the home which women sensitive to artistic values are always striving to achieve.

That is, they accomplish all of these results if properly made, properly chosen and properly placed. We are all painfully familiar with the atrocities that result from failure to observe these requirements, as revealed in nine homes out of ten—hideous dissonances of color, ludicrous incongruities of design and ghastly lighting effects that torture the eyes and convert the room into a chamber of horrors.

It is not at all strange that many homes are lighted in this barbarous fashion, because the manufacturers of lamps, with a few notable exceptions, and the salesmen who vend them, with still fewer exceptions, and the sales clerks who offer them for resale, with no exceptions, are all more or less unacquainted with the most elementary principles of illumination, either practical or decorative, and are equally uninformed as to the rudiments of artistic values. It is incredible, but it is a fact.

The answer is necessarily rather complicated because many factors are involved. In the first place we electrical men have not taken the trouble to educate ourselves in this particular branch of electrical merchandising. As in the case of the man who had three reasons for attending the funeral—the first being that he was in the coffin—so in this instance we may as well grant that the other reasons are relatively unimportant.

However, it should be noted that the lamp manufacturers are criminal



Good Design in Metal Overlay

French Renaissance Design,
Parchment Shade

The electric lamp, properly selected and properly placed, should be the decorative keynote of the home. Every intelligent woman knows that this is profoundly true; even the decorators are beginning to discover it. Lamps so chosen and placed must inevitably focus, accentuate and harmonize the color scheme of interior furnishings; they symbolize the personality and proclaim the taste of their purchaser; they impart that final and distinctive touch of "atmosphere" to the home which women sensitive to artistic values are always striving to achieve.

accessories before the fact! Of the several hundred concerns in this country engaged in the manufacture of electric lamps, not more than three are producing really artistic designs, not more than six are turning out respectable wares, and the remaining output is so bad that it is immoral!

The indictment, then, resolves itself into three counts:

1. Nearly all of the manufacturers have neglected the artistic possibilities of a product that should be essentially decorative.

2. Sales managers of electric lighting companies and electric shops have shown equal indifference to this side of our business.

3. No real constructive plans have, therefore, been developed for teaching our sales clerks how to present and discuss the better class of lamps intelligently, how to advise customers in their selections, and how to stimulate a broader demand for such lamps.

Let us consider these products at closer range. Electric lamps for

household use (exclusive of fixtures) may be roughly classified as follows:

Table lamps.
Floor lamps.
Piano lamps.
Desk lamps.
Boudoir lamps.
Electric candles.
Decorative lamps (illuminated *objets d'art*, alabasters, Chinese porcelains, etc.)

These in turn may be further subdivided as to the materials entering into their construction, such as wood, bronze, brass, copper, pottery, spelter, glass, marble, etc. The lamp shades constitute a separate division, the materials employed including silk, cretonne, tapestry, glass, parchment, leather, paper, metal and translucent marble. Both lamps and shades run the whole gamut of the color scale, and finally there is the broad field of decorative styles, designs, schools and "periods," so it is quite clear upon even the most casual consideration that the ambitious sales clerk who really essays to "know his goods" has got a lot to learn.

Making a short cut through Mar-



Carved Table Lamp, Adam Design



Tooled French Bronze Base



Boudoir Lamp with Decorated Shade



Metal Overlay of Good Proportions



A Replica from the Altman Collection

shall Field's not long ago, I hesitated at a counter on which men's shirts were displayed. I did not particularly need any shirts, but the display rather intrigued me, as the French say, and the sales clerk had an engaging way with him, so I resorted to a favorite expedient and inquired, "What is this fabric?" As a rule they don't know.

A STORE INCIDENT WITH A LESSON

"That is an imported percale," said this young man, and he said it with a sort of lingering relish, as if percale were something good to eat. After that, of course, there was only one thing to do, so I asked him, "What is percale?" and immediately I was listening to a graphic tabloid narrative, terse, sketchy but intensely interesting and quite authoritative, on the hows, wheres and whys of French percale. Five minutes later I was giving this chap *who knew his goods* an order for six shirts that I did not need. He thought he was selling me shirts, but what he really sold me was the idea for this paper.

If Marshall Field & Company can train their men so skilfully that the operation of selling shirts is made to assume the niceties and refinements of a delicate art, why should we not endeavor to attain similar results in the sale of our more artistic wares?

Intelligent customers are generally curious regarding the goods they buy; they like to know where and how the goods are made, and of what materials. The sales clerk who falters in explanation or who frankly doesn't know is as hopelessly situated as a soldier in the trenches without ammunition.

THE STORY OF "METAL OVERLAY"

Of the style of lamps known to the trade as "metal overlay" there are at least ten times as many sold as of any other kind. These metals are made of cast white metal or spelter, and the processes involved in their manufacture are exceedingly interesting. Carved or modeled master patterns are made from the artist's drawing, and working patterns are cast from the master pattern, either in bronze or tool steel. The labor involved in chasing, cleaning and fitting these working patterns often runs into weeks or months before they are pronounced perfect.

Then they go to the foundry and are used for making stock castings. The process of trimming, fitting and soldering these castings is difficult and calls for considerable skill. Then follow the electroplating and oxidizing baths, in which the numerous color effects and finishes are developed; the shaping and bending of curved art glass under a gas flame at a temperature of over 900 deg., and the final wiring and assembling of the completed lamp. Some of the castings have an almost lace-like delicacy of design, and the hot, malleable metal must be shaped quickly before it cools.

Altogether, it is a most interesting process, but how many of the men who are selling these lamps know anything about the method of their manufacture? For that matter, how many of them can tell the difference between gum and mahogany? How many know the processes involved in gluing, turning, sanding and finishing the standard of a floor lamp?

These things, as Sherlock Holmes remarked to Dr. Watson, are elemental, but the moment the average sales clerk essays to discuss with an educated woman the highly technical subject of silk shades or the artistic intricacies of period design, he is indeed in deep water.

Perhaps he is of the crafty type and endeavors to "stall" with odds and ends of trade jargon picked up from the peddlers. In this case, all shades of the open umbrella type are "Tudor," all that suggest the bottomless waste basket are "Empire" and all orientals are "Pagoda." As for decorations, he merely gives them the once over and says "Adam" for the festoon, "Louis XIV" for the ram's head and "Chippendale" for everything else. This type of sales clerk is far more dangerous than the candid ass who says "I don't know." Yet it must be clear that if we expect to make a success of our lamp departments we must educate these men in such a way that they will enjoy studying the history, the fabrication and the technic of the products which they have to sell.

In our own company I have attempted to make a small beginning in this direction, and the interest shown by the men as well as the modest results thus far obtained are distinctly encouraging. Nor is it merely a question of educating them to sell lamps and shades. They need education on

the whole line of electrical appliances. Not long ago the whole sales force was enabled through the courtesy of a manufacturer of electric heating appliances to make a night tour of inspection through its Chicago factory and watch the various assembling operations. At least twice a month we have a half-hour demonstration and selling talk by some manufacturer's representative, and whenever possible I furnish the sales people with special bulletins covering our more expensive lamps and shades. This, however, is merely playing with the problem, which in my judgment can only be solved by establishing regular classes for the intensive study of these subjects, perhaps under the "group plan" advocated by the company sections committee of the National Electric Light Association.

PERIOD STYLES IN LAMPS

There are innumerable works on period furniture and design, from such simple handbooks as "How to Know Period Styles," by W. L. Kimberly, to Clifford's elaborate and technical "Encyclopedia of Historic Furniture, Decorations and Furnishings." You cannot get the average sales clerk to study such works, of course, and even for the man of exceptional ambition it is rather a formidable task, as nearly all of these authorities presuppose a certain amount of artistic education on the part of their readers. A more effective plan would doubtless be to engage some clever and enthusiastic young student of decorative design from one of the art schools to deliver a series of lectures for the benefit of the sales force, illustrating each of the principal periods and styles with simple blackboard sketches of characteristic designs, and showing samples of electric lamps and shades in which the direct influence of these styles could be plainly traced. It should be kept in mind, of course, that period designs in electric lamps do not as yet begin to cover as wide a range as in other household furniture, though the output of artistic lamps is growing larger every year.

Lamp styles, in so far as they follow anything, may be said to follow (about one year later) the varying fashions in household furniture. About a year after cane panels in bedsteads became the vogue, cane panels were shown in the bases of some floor lamps, enlarged to massive ped-

estals for this purpose. So also with white enamel bedroom suites, wicker furniture for sun parlors and quite lately the revival in Chinese lacquers. A fairly comprehensive list of distinctive period styles in lamps now being shown would include the following:

Original Japanese—Damaskened old bronze jars and glazed ceramics with matched shades in oriental silks and brocades.

Persian—Antique textile designs painted on wood, silk and leather (studio products).

Roman—Confined principally to imported alabasters.

Gothic—Principally "linen-fold" and flat-carving patterns.

Louis Quinze (XV)—Shown mostly in roccoco designs, very florid and very bad.

Are these nightmares necessary? Is there no way in which we can bring concerted pressure to bear on the manufacturers with a view of inducing them to raise the artistic standard of their cheaper wares? I carry a certain line of low-priced, glass-shade lamps, "decorated" by the air-brush process, and every time I sell one of these lamps I feel that I have committed a crime. In the textiles, in wall papers, in canned music, in almost every industry that is expressed in terms of art, even the cheapest products are artistically good; it is only in the lamp industry and the "movies" that low prices and atrocious art are synonymous.

erally able to secure exclusive numbers at attractive prices. For example, one order for November delivery was placed last May, selections being made from an advance showing of samples. The fifty numbers ordered were made in Japan last July and will not be shipped from the go-downs of the importing company in Yokohama until late in September.

When these numbers are received we drill and mount them with carved karinwood bases and specially designed brass stems finished to match the color of the vase. After this is done I spend some time with our shade designer, matching figured silks, chiffons and other suitable fabrics with



Gold and Black Lacquer, Show-ing Chippendale Influence

Lacquered Buffet Lamp with Silk Shade

Replica of Old-Time Roman Torchère with Quezel Shades

Chinese Chippendale Lacquered Floor Lamp, Mandarin Shade

French and Italian Renaissance—Dolphin, cartouch and arabesque designs.

Chinese Chippendale—Shown in decorated lacquers and painted designs.

Sheraton—A few exclusive designs in ebony and American walnut, shown with and without intarsia work.

Empire—In modified adaptations of Pompeian design.

L'Art Nouveau—Weird nature forms mostly in pottery products.

And finally that amorphous, flamboyant omnium-gatherum of all styles and no style, which is the meal ticket of "the trade" and which, for want of a more opprobrious label, is known colloquially as the "Early Pullman and North German Lloyd" style of decoration. To describe it is needless. We all have to buy this junk for our salesrooms by the carload, and it is only the money we make on these hideous machine-made "quick sellers" that enables us to carry a fair showing of artistic but slow-moving lamps.

People of means, and more rarely people who also possess discriminating taste, are constantly bringing in old lamps to be rebuilt, or "art treasures" in the form of antique vases and jars picked up abroad which they wish to have mounted and wired for use as electric lamps. This, of course, involves also the designing and construction of a suitable silk shade, and my experience with this class of work has led me to form two important conclusions:

1. It does not pay to accept this sort of special work.

2. It does pay handsomely to do your own assembling on certain kinds of lamps.

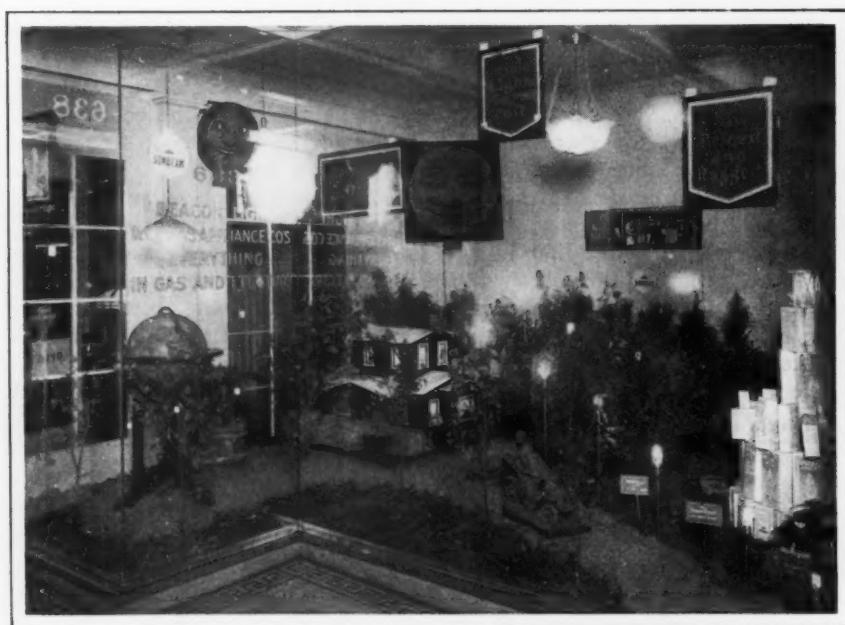
For the latter reason I buy all of our Chinese and Japanese bronzes and porcelains unmounted, direct from the importers, and by judicious shopping at the right season I am gen-

the vase colors and designs, and determining the size and style of shade frame to use. The shades are then made up to match each base, and we are thus able to create an exclusive line of very beautiful lamps for the holiday season that would have cost us twice or three times as much if purchased complete in the New York studios. We also have the added satisfaction of knowing that we can sell these special lamps to our more particular customers with the absolute assurance that they have not been duplicated.

In conclusion, let it be said that the merchandising of lamps for the home is not only one of the most interesting branches of Electric Shop work, but it yields the biggest margin of profit when properly handled.

¹A paper presented at the conference of sales managers of the Edison Companies, Association Island, Aug. 1, 1916.

FIVE TESTED WINDOW DISPLAYS THAT



1—A Window That Sold 50 Per Cent More Lamps

Half again as many lamps were sold by the Beacon Light Company of Los Angeles, Cal., during the week following the completion of this window display under the direction of E. C. Ebert, vice-president, as had been handled by the store during any preceding week. This increase Mr. Ebert credits entirely to the window here illustrated. In theme the window depicted an autumn scene, suggesting the time when people begin to think of getting more light. Fallen leaves were scattered under the trees and on the roads, and the way to "better light" was symbolized in the brilliantly illuminated California bungalow. The idea of better light was also emphasized by using 10-watt lamps at the front of the window, grading up to nitrogen lamps at the back.

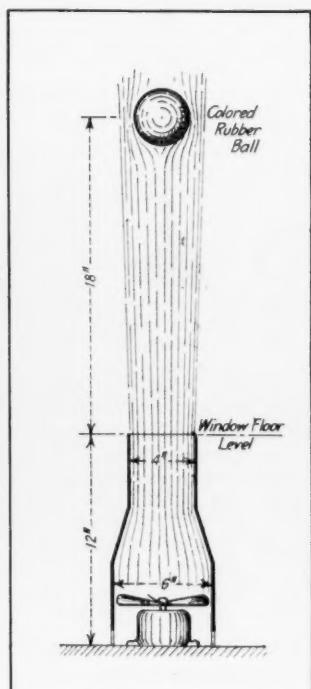
One new customer who was brought in by the window bought more than 300 lamps for his apartment house.



3—This Appliance Window Won First Prize for Sales-Creating Value

The window pictured was submitted by the Nathan-Dohrmann Company of San Francisco, Cal., in the prize window-dressing contest recently conducted by Landers, Frary & Clark, New Britain, Conn., and for sales-creating value was awarded first place by a committee of judges. J. Niederholster of the Nathan-Dohrmann Company designed and executed the display. Other prizes in the same contest, awarded for artistic arrangement and originality, went

respectively to the Public Service Company of Northern Illinois, Oak Park, Ill., and to the Northwestern Electrical Equipment Company, St. Paul, Minn. In addition to these first honors, seventeen other prizes were awarded to other contestants for their attractive window settings and artistic displays, these prize-winners being drawn from among electrical dealers, central stations, and hardware dealers who carry stocks of electrical goods.



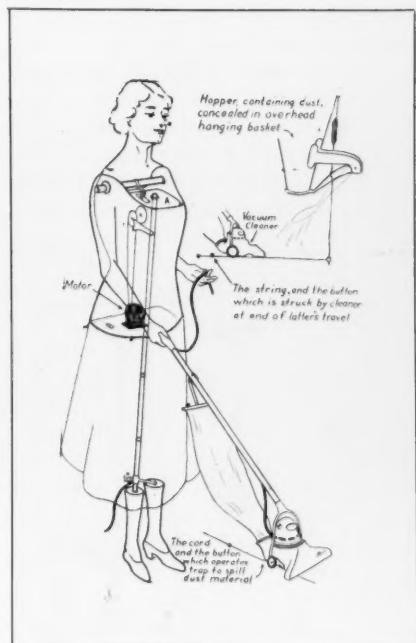
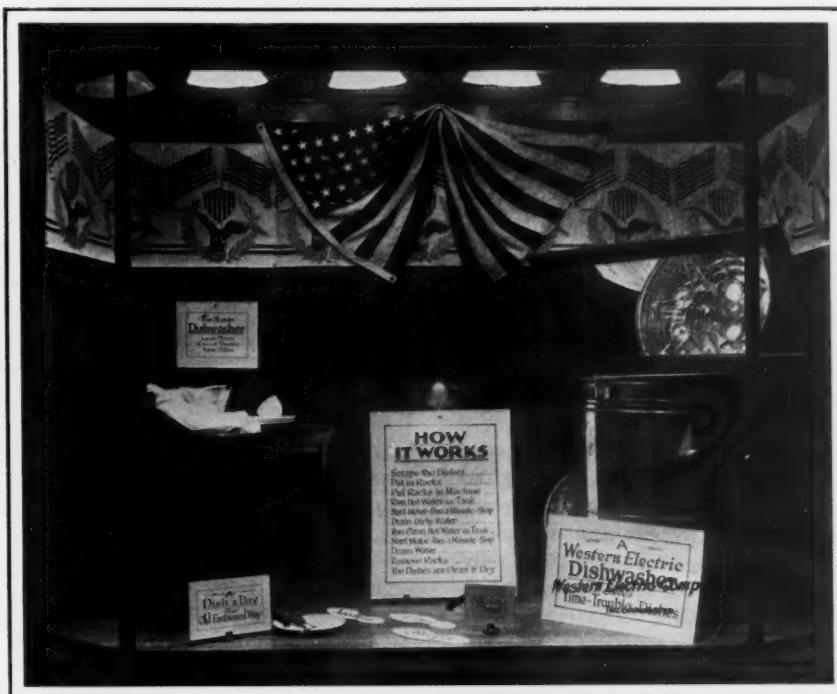
4—The Mystery Ball

The interesting performance of a light rubber ball being suspended in a blast of air, takes on aspects of real mystery when the 6-in. fan and the 12-in. length of 6-in. stove pipe that produce the effect are concealed below the window level, as one New York electrical dealer has arranged them.

AT DREW ATTENTION AND NEW BUSINESS

2—"Push the Button and See the Suds Foam"

Two novel motion windows have been attracting the attention of persons who pass the Fortieth Street shop of the Western Electric Company. One of these displays advertised electric washing machines and the other dish washers, but both utilized a mirror, tilted at an angle of 45 deg., to show the operation of the swirling soapy water. A piece of plate glass bushed with felt made the machines water-tight. The dish-washer pictured in the illustration was controlled by an intermittent stop-and-start device. The washing-machine display was operated by a push button on the window siding outside, above the reach of the small boy. A flash sign explained to the "in-lookers" to press the button and see the suds fly. Upon pressing the button the motor starts and continues to run as long as pressure is maintained on the button. This type of button eliminates the expense of continuous operation and furthermore demonstrates to those using it just how easy it is to start.



5—An Automatic Display that Demonstrates the Operation of the Vacuum Cleaner

The little boy in the picture spread cornmeal on the floor by pulling open the trapdoor concealed in the overhead hanging basket. His mechanical mother, at the right, patiently and persistently "swept up the muss" with a vacuum cleaner. This unique display, constructed by the Oklahoma City electric company, at a cost of \$37, won second prize in the Bylesby window contest. The mechan-

ism to make it work included a fractional-horsepower motor belted to a 3-in. pulley keyed in turn to a worm-gear shaft, which operated the arm of the patient mother. As the cleaner moved back along a guide wire it struck a button, which, connected to the cornmeal trap, opened the trap, each time spilling some dust, and at the same operation lowering the boy's hand as if he had pulled the

white string shown. This display was one of those competing with eleven others, made by properties of H. M. Byllesby & Company, for an inter-company prize. Largely because it proved so attractive and partly because the expense of constructing it amounted to only \$37, without counting labor costs, it was awarded second place in the contest in which a number of companies participated.

Selling Fixture Sets to 30,000 Homes

A Noteworthy Campaign in Which Lighting Fixtures Were Sold by Groups at Unit Prices, Through Contractors, Dealers and Central Stations

EVERY thirty minutes in the past two years another home in this country has added to its appointments a fixture installation supplied by the Pettingell-Andrews Company of Boston, Mass., as a result of a nation-wide campaign by this large New England jobbing house.

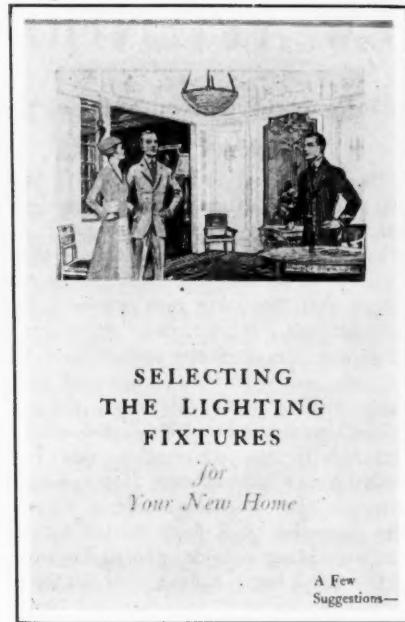
It is comparatively easy to sell fixtures and wiring or other electrical devices to the new house that is being constructed, but in the case of the old dwelling that has not been wired, the closing of the housewiring contract and the sale of fixtures offer an entirely different problem.

The Pettingell-Andrews organization has been one of the most successful fixture houses in the country to obtain results along this line, having actually sold fixture equipment for more than 30,000 formerly unwired homes throughout the United States. The success which it has achieved is traceable largely to the fact that a careful study of the merchandising problem was made, and a solution reached along the line of economic, utilitarian and artistic values.

In the first place, in the case of inexpensive fixtures for general sale, a

plan was evolved for grouping fixtures into sets of three—for hall, living room and dining room—a group which meets the needs of practically 90 per cent of all houses of the smaller type. This fundamental group was then backed up with a selection of fixtures for the other rooms of the house, such as the bed chambers, halls, kitchen, etc., thus giving the customer a choice of a whole houseful of fixtures at a very reasonable price for the entire installation. The prices were so compiled on the sets and individual fixtures that an electrical dealer or a central station salesman could, within a minute's time, compile the complete cost on any fixture combination desired, thus giving the prospective customer a figure on the actual cost of wiring, fixtures and installation.

By the use of these fixture sets the dealer and contractor have been enabled to offer concrete propositions to their customers, and in case the customer desired fixtures of more exclusive design, these could be selected from the catalog. In many instances a customer who would ordinarily use a moderate line of fixtures has been encouraged to choose better designs,



A Booklet for the Home-Maker

despite the increased cost, justifying his choice on the fact that a fixture should be selected like a piece of furniture and that the fixtures and lighting in every room should harmonize with its interior decorations and furnishings.

In fact, many a good customer has been obtained for electric service through the admiration of some member of the then-unwired household for an installation of artistic and appropriate electric fixtures.

Pettingell-Andrews Company

Exemplar Set, No. 9
for
Hall, Living Room and
Dining Room

No. 1812 — Ceiling Plate, 12" Diameter
Length, 18" over all
No. 1813 — Length, 18" over all
No. 1814 — Length, 18" over all
No. 1815 — Length, 18" over all

— 4 Piece wood, var.
Glossary and Key back
and white, see Price List

Brass, of copper, brass, or
copper plated. Cast Acrylic Lamps
in mouth blown glass, with
brass fittings. For Pictures, ceiling, Park, Chambers,
and other, see illustrations on pages 10
and 11, this catalog.

Nothing better ever offered at
ever greatly increased prices.

Hall
No. 1815

Dining Room
No. 1814

Living Room
No. 1812

"Exemplar" Campaign Fixture Sets

Dining Room
No. 1898

Hall
No. 1898

Living Room
No. 1899

Exemplar Set, No. 10
for
Hall, Living Room and
Dining Room

No. 1898 — Ceiling Plate, 12" Diameter
Length, 18" over all
No. 1899 — Length, 18" over all
No. 1900 — Length, 18" over all

— 4 Piece wood, with
var. Glossary and Key back
and white, see Price List

Brass, Oil Brass and Black, with a slight
touch of experimental design, slightly re-
fined. For Pictures, ceiling, Park, Chambers,
and other, see illustrations on pages 10
and 11, this catalog.

No slighting of Workmanship
or Quality. "EXEMPLAR"
all the way through.

Dining Room
No. 1898

Hall
No. 1898

Living Room
No. 1899

Exemplar Set, No. 20
for
Hall, Living Room & Dining Room

No. 1897 — Ceiling Plate, 12" Diameter, Length, 18" over all
No. 1898 — Length, 18" over all
\$19.50 — 4 Piece wood, var. Glossary
and Key back, and white, see Price List

Brass, Oil Brass and Black, with a slight
touch of experimental design, slightly re-
fined. For Pictures, ceiling, Park, Chambers,
and other, see illustrations on pages 10
and 11, this catalog.

A choice selection and at only a moderate
outlay.

Three Sample Fixture Sets Costing from \$7.50 to \$19.50, Complete, Reproduced from the Sales Catalog



A Glimpse Into the Pettingell-Andrews Fixture Display Rooms at Boston

ADVERTISING TO THE PUBLIC

Besides soliciting business by letters, the company has published a considerable number of booklets, circulars and other matter describing the fixtures distributed, concentrating its publicity material upon the trade and featuring "Exemplar" fixtures in all its communications. Unquestionably this publicity material has played a most important part in the development of this business, for it has been prepared with the idea of showing the contractor, central station man and dealer, at a glance, the salient facts about the equipment offered, with full details as to current prices, methods of interesting the customer, etc. More than 600 central stations and contractors are showing samples of these fixtures in their display rooms, enabling many customers at a distance to see the actual goods themselves without buying from the catalog.

The company has fifteen salesmen, on both inside and outside work, who handle fixtures alone. At its headquarters it maintains a group of fixture studios, where more than 3000 types and styles of electric lighting fixtures can be seen under conditions closely approximating those of the home.

In addition, the company maintains an engineering department for dealing with the requirements of modern interior illumination and decoration. It has recently organized a new commercial and industrial lighting department, with which it plans to fa-

cilitate the work of architects and electrical contractors. As may be imagined, this complete organization and its resources have been potent factors in the success of merchandising fixtures.

HOW THE "SET" IDEA HAS WORKED OUT

The policy of making up fixtures in sets has enabled the contractor and dealer to obtain advantages of price, ease in ordering, convenience in han-

dling and quick sales. Fixtures are carried in stock ready for immediate shipment, and are wired complete with key sockets and glassware. Fixture dealers readily appreciate the practical usefulness of buying their fixture products as complete as possible, so that the actual cost may be easily determined, in contrast to the old methods, where parts of the fixtures were purchased in one place, glassware in another, sockets in another, making it often very hard to determine the actual cost. A big feature in the success of the "Exemplar" campaign fixture sets, therefore, lay in the fact that it enabled the trade to buy at a known cost and sell at a known profit.

Prompt service has been another important feature in this campaign. All orders have been shipped within forty-eight hours after receipt, and generally on the same day, making it unnecessary for the dealer to carry a large fixture stock. This idea is perhaps best expressed in the following quotation from one of the latest catalogs bearing upon these campaign fixture sets:

"You, Mr. Dealer, simply unpack, install—and collect your profit. You have your cost, you know your selling price, the difference is profit. You know your actual cost for everything complete, and to sell at an established profit is the foundation of good merchandising."

"Exemplar" Campaign Fixture Sets

| Chamber on Back No. 13076 | Kitchen No. 13077 | Chamber No. 13078 |
|------------------------------|----------------------|------------------------------|
| Chamber No. 13071 | Kitchen No. 13072 | Chamber or Back No. 13079 |

**INDIVIDUAL EXEMPLAR FIXTURES
for Chambers, Kitchen, Bath Room, etc.**

| No. 15570 Taper & Dimple Punch, Old Brass | No. 15571 Taper & Dimple Punch, Old Brass | No. 18911 Lev. & Dimple Punch, Old Brass | No. 15573 Taper & Dimple Punch, Old Brass | No. 15569 Taper & Dimple Punch, Old Brass |
|---|---|--|---|---|
| \$1.05 | \$1.25 | \$0.95 | \$2.00 | \$0.85 |

On this page and the next are shown a selection of inexpensive but substantial Fixtures for the Less Important Rooms of the home. The Prices speak for themselves, and place complete modern Electric Lighting Equipment within the easy reach of all. Bath Room Fixtures are finished in nickel and cost 25% additional including porcelain key socket.

Pettingell-Andrews Company

| Porch No. 13319 | Porch No. 13316 | Porch No. 13317 | Porch No. 13318 |
|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| Taper & Dimple Copper, Dull Fin. |
| \$0.55 | \$1.45 | \$0.95 | \$1.00 |

**INDIVIDUAL EXEMPLAR FIXTURES
for the Porch**

Any of the Fixtures shown here or on the preceding page will harmonize perfectly with the complete Fixture Sets described in the catalog. They are all of the best quality and thoroughly efficient.

All Porch Ceiling Lights are made of Copper and especially adapted for outdoor purposes.

Individual Fixtures for Chambers, Kitchen, Bathroom, Porch, Etc.

"We feel that we are the electrical attorneys for the public that buys our goods."

"We make a continual effort to have our firm known as a group of men of business integrity."

"We believe in advertising, persistently and consistently. Besides the newspapers we use a great many manufacturers' booklets."

"When customers enter the store we do our best to serve them quickly. The little things a man might want in a hurry are kept near the entrance."

"We aim to have our show windows attractive and let the cost of doing so be a secondary consideration."

"It is not our policy to wait for appliance business to come to us. We go after it with special campaigns."



A small fixture account is often the lead which develops a profitable customer. That is one reason why the Hatfield store is so arranged that to reach the elevator one must pass the attractive showcases on this aisle

POLICIES THAT BUILD A RETAIL BUSINESS

WHAT do I consider the most potent factors in the success of our electrical merchandising business?" T. B. Hatfield of the Hatfield Electric Company, Indianapolis, Ind., repeated the question thoughtfully, then replied:

"Our policy toward our customers, the location of our well-appointed store, our consistent advertising plan, and our carefully conducted campaigns.

"We feel we are the electrical attorneys for the public that buys our goods. We recognize our responsibility, for we know that the average man or woman who buys electrical goods has absolutely no facilities for ascertaining in advance the suitability and trustworthiness of the electrical device purchased. When they buy of us they are simply taking the

word of our salesmen, backed by our house, that the device is all right for the purpose.

TESTING THE LINES OF GOODS OFFERED FOR SALE

"It is our policy, therefore, in so far as is practicable, to test a line of goods before we market it. One way we accomplish this testing is by putting devices in the homes of the men in our estimating and contracting departments who are qualified electrical engineers. When we tell a customer a thing is right he may rest assured that it is right.

"We make a continual effort to have our firm known as a group of men of business integrity. The company's department heads, to that end, belong to many of the city's civic and social societies. They help to bring

the firm into close contact with the people. The company encourages the men in this work by being liberal in granting men time off to devote to organization work.

"Our store's location is something to be proud of. Within one square of the center of the retail business district, which is also the geographical center of the city, we have a store with four floors and a roomy basement.

There is a spacious showroom on the ground floor and an automatic passenger elevator to eight fixture showrooms on the second floor. We have eight of these rooms, so that the fixtures may be grouped by periods and designs. In the remainder of the building we do everything from putting on a socket to a cord to building power switchboards.



Two of the Showrooms Where Fixtures Are Displayed by Period Designs—The French Room and the Craftsman Room

"But to confine our remarks to the retail business, which in money represents a good proportion of our annual business, it should be said that 85 lineal feet of space on the two streets on which our building faces, is devoted to show windows. We make these windows attractive and let the cost of so doing be a secondary consideration. They must be changed frequently and must be attractive, for thirty-four car lines, or practically every line in the city, passes our store. These windows do attract customers.

"Then when customers enter the store we do our best to serve them quickly. The little things a man might want in a hurry are kept near the entrance. For instance, a few lamps of the size in common use are neatly stacked on the lower part of a big electric range that sits near the door. A man may step in and say, 'I want a 25-watt lamp.' The clerk who has met him near the door can hand it to him, ask 'Anything else to-day?' and get the money while the average dealer was ascertaining the man's wants. The same thing holds true for small automobile lamps. When women customers come in we have chairs for them to sit in while appliances are being demonstrated. So we believe our store is well appointed.

A DEALER'S APPLIANCE CAMPAIGNS

"It is not our policy, however, to wait for the appliance business to come to us. We go out after it with special campaigns, co-operating, of course, with the lighting companies.

We have an outside sales staff of twenty. One man handles wiring contracts, one handles fixture work and window lighting, one is a woman demonstrator who sells the 'intimate' appliances such as washing and laundry equipment, and the remainder of the men sell vacuum cleaners.

TWO PLANS FOR PAYING THE SALESMEN

"The specialty sales people all work on a straight salary basis, while the vacuum-cleaner men work strictly on commission. The wiring department, to permit ready co-operation with the lighting companies, has a standard price schedule and receives a good

business from the solicitors of the central station companies. We advertise the fact that our men are specialists—that we have someone particularly well versed in doing each kind of electrical work.

"The vacuum-cleaner men are our special campaign force. We call them vacuum-cleaner men because they have been working that one commodity so long that it is habitual to refer to them in that way. The campaign on which they are now working was started this spring, and although sales are somewhat off at present owing to the hot weather, the men are all making a living from their territories and are picking up a little ex-

When a vacuum cleaner is to be demonstrated the customer watches the operation from a comfortable chair. This puts the prospect at ease and helps give the idea that the cleaner makes sweeping easy

The under-part of an electric range near the door affords a convenient place for a small stock of common-sized lamps. From this stock a clerk can supply a hurrying customer's wants instantly and speed him on his way.



tra commission on sales of heating devices.

"As may be judged from the number of our campaigners, their territories are made small enough so that a man must see everyone in his territory. The commission paid the men on a cleaner that retails at \$30 is about the sum of the initial payment. Commissions are paid to these men on store sales made to customers in their territories. The customers have ten months in which to pay the balance.

THE MERITS OF THE LONG, HARD DRIVE IN APPLIANCE SELLING

"In this campaigning business we have found that each sale makes the next one easier. Each cleaner is a splendid neighborhood advertisement. For that reason we believe it is better to put on a long, steady, single-device campaign and keep everlasting at it until the territory is thoroughly sold, than to jump with each change of the moon from one device to another. The long campaign has other advantages. There are less 'leftovers' from one long campaign than from several short campaigns. In a long campaign the merchant can better avail himself of the co-operation to be had from the device manufacturer. If troubles arise the campaign manager is still at hand to eliminate them and to help educate the people. So we will no doubt continue this campaign until the field is completely sold. Then we will start our campaigners on another device. Our average sales on cleaners so far has been about one hundred a month.

"The last, but not the least, important factor in the success of our business is our carefully planned and consistent advertising. First we try to make our newspaper advertising seasonable. We try to make it tell something about some one product. We try to advertise what we think people want to buy. In our copy we aim to talk with our prospects rather than at them. Our space averages 300 column-inches a week. We have used spaces as large as a page, but generally we divide it up into smaller pieces. We believe in advertising persistently and consistently.

"Besides the newspapers we use a great many manufacturers' booklets. No letter leaves our office without all of the envelop stuffers that Uncle Sam will carry for 2 cents. We load 'em 'for bear,' and it pays."

ADVERTISING IN A SMALL WAY

A Message to the Dealer, Contractor or Central Station Man Who Can Afford No Large Outlay

By W. E. BAYARD

A GOOD many men have the notion that with advertising it has got to be "whole hog or none." But that's not so. For the dealer who is doing business in a small way must expect to do his advertising in a small way also. It would be just as foolish for a corner drug store to splurge out its advertising as John Wanamaker or the Marshall Field store does, as for either one of those gigantic merchandising enterprises to hang back and speak a wee small voice like he who deals in pills, perfumery and crushed peach sundaes down in Bingville, by the public square. In either case the business would go broke, because no man can let his advertising so misrepresent him and make money. Either it will claim too much and not make good or it will claim too little for itself and starve.

Any man who has a retail merchandising business to promote, no matter whether he is central station manager or contractor, or local dealer in electrical supplies and appliances, or any one else, should understand just what this advertising is before he spends a dollar on it. It doesn't do to look at it as a mysterious, abstract problem. Get this simple side light on it and see how much easier it looks, how much more necessary and worth while.

When you hire salesmen to go out and sell your goods you carefully eliminate in your selection all applicants however handsome who are found to lack the power of speech. All deaf-and-dumb, all hopeless stutterers are barred. You know it wouldn't do to send men to your customers who couldn't tell about your goods. It is the rule of every man's experience that to sell goods you must explain them, pointing out their merits and persuading the prospective buyer to do it now. And so your individual salesmen as they go about keep talking—and your store, which after all is just another kind of salesman, should keep a-talking too. For the merchant who has a store and outside salesmen also does not let his men keep silence just because he has a store. His inside salesmen who sell goods across the counter are not gagged. He hires a store on a busy street so that his goods may be displayed in windows where the passing populace will hear their voices and will look and see and be attracted. Then why not let his store itself talk out with ink and paper to those other people who seldom come in range of the salesman's voice and cannot be sufficiently influenced by window messages? The principle that justifies the rest demands it.

But the man who has a small store and is doing a small business usually has two objections to such advertising. He says it costs too much and that he hasn't time to tend to it. But he is wrong both times, for in the first place advertising in a small way for a small but bustling retail merchandising business doesn't cost a cent. It requires the expenditure of but a small amount of money and it pays a profit on that. And as for this man's argument that he has no time to attend to it, he might as well say that he hasn't time to eat or sleep, or that his salesman hasn't time to answer questions from a customer. The small amount of time that he need take will pay him ample profit and it is essential to his business anyway.

Advertising for a big concern that does a national business is a compli-

This article by Mr. Bayard on "Advertising in a Small Way," is the second of a series on the working stages that go to make up campaign selling. In this connection the reader may find it profitable and interesting to refer to the article entitled "How to Start a Merchandising Campaign," in the July issue of *Electrical Merchandising*, in which the unit sale of any campaign, large or small, was analyzed into its six stages:

1. Making the list.
2. Advertising the article.
3. The personal visit from the salesman.
4. The demonstration.
5. The price—in easy payments, if necessary, to suit the circumstances of the customer.
6. The follow-up, to see that the appliance "stays sold," and gives the satisfaction that brings more business.

cated matter that involves co-operation with the jobber and the dealer in keen competition with the lavish campaigns or publicity that mark this era of big business. But to locally advertise a small store business in a small way is not a complicated matter at all. It is a simple matter. It is a simple matter of your just talking to your people, man to man, about the goods you sell—and there are only about half a dozen obvious and adequate ways in which you *can* talk to them.

Just stop and shut your eyes and think what there is that you *could* do to advertise your business if no thought of time nor money had to be considered.

People out of earshot can only be spoken to through their eyes. You reach their eyes through show windows as they walk or motor down the street. When they read their newspapers you have another chance to speak to them. Again you have the right and power to send them individual messages by mail. And there you are. Beyond that are only those other incidental opportunities such as electric shows or carnivals, where every case is decided on its merits. The advertising of a store therefore just simmers down to two things—newspapers and direct by mail material. And for each of these there is available almost unlimited assistance eager to take the work and most of the expense right off your hands.

THE NEWSPAPER AND THE MAIL

It is most important naturally that the general public should realize who you are and where your store is located, and what you sell. You want them to remember. Therefore the newspapers offer an invaluable aid, and small space is sufficient for a small store. But the very fact that your ad appears there, if not all the time at least with regularity, establishes you as a feature in the market and reminds each man and woman of you constantly. To advertise in the newspapers this way need take but very little of your time, for every manufacturer whose goods you sell will send you copy and cuts describing the appliances he makes. You can use this most effectively. And by making each of these ads feature some one article they should certainly pull sufficient actual business to compensate you for the money you have spent for space. Enough people will respond to

them to bring you that much profit.

In the mail you have another and more aggressive influence to wield, for you can go right to the householder and talk to him about a definite appliance which is particularly seasonable about that moment. The manufacturers will gladly furnish clever and attractive folders, picturing and describing each device, so that you are sure the men and women you send the material to will understand just what it is and why they need it. Send along a friendly letter with it telling of the price, the easy terms and offering a demonstration and you have come as near to a personal conversation as good ink and paper can. You can easily write this friendly letter yourself, speaking just as you talk to any one man. But if you don't like to write letters—why, you needn't. The manufacturer will provide one if you ask him. Also you can call upon the Society for Electrical Development for a special letter at any time covering exactly what you want to say and do.

Advertising in a small way is a simple matter after all. In personal selling every man appreciates that he must do his business in a friendly way and interest the prospect. He must talk about one thing at a time and not attempt to sell him everything at once. It is the same in advertising. By speaking through your windows, through the newspapers and through the mail you keep talking in a friendly way to all the people of your town

each time about the thing that you believe should interest them the most right then. Do this habitually and you will soon find that it pays.

THE AID THAT IS OFFERED

But the first thing for any electrical man to do, if he would see his retail business grow through advertising, is to take the help that is offered and make a friendly start. The manufacturers will furnish you with practically everything you need for advertising in a small way. If you are in earnest they will come and study your opportunities for you and advise you what to do, and what kind of material you can most profitably utilize, and then the actual advertising matter is yours for the asking. Among the several manufacturers of the varied lines you sell is all the aid you need—good stuff for window trimming, good stuff for your newspaper space, good stuff to send out through the mail, and all the time ideas and good advice to guide you.

There is no excuse for any man who will not advertise. There should be no pardon for the ingrate who accepts expensive, valuable printed matter from the manufacturers and then neglects to use it and to use it well. But the man behind the store who wants to go ahead and let his store speak out like any other salesman has but to show sincerity to find the answer to that very simple problem of advertising in a small way.

Dealer—First, "Sell" Thyself!

"You would think that of all places this high-class residential suburb would be the easiest place to sell \$5 irons," said a man who runs an electrical store not many miles from Chicago.

"But it was a man's work to get them started in this town. We finally did get them going, however, and now we sell quite a few."

"Well, where did you locate the trouble? Why wouldn't they sell before?" he was asked.

"The trouble, when it was located, was found to reside in just two people—namely, myself and my saleswoman. We had not really and thoroughly convinced ourselves that a \$5 iron was as good a purchase at \$5 as was a \$3.50 iron at \$3.50. Finally a \$5 iron in my own home helped bring

out some points of superiority. Then I talked the matter over with the man from whom I had purchased the \$5 irons. He told me a lot of things about irons that cannot be seen on the surface.

"Then I undertook to educate the woman demonstrator in our store. Before I had concluded I was sure that it costs more and is harder work to properly sell your own sales force than it is to sell the public. But in the end my efforts were successful in conveying my idea to the saleswoman.

"Now she—always choosing her customers carefully, of course—is daily showing the points of superiority in the \$5 iron, and while we still sell the \$3.50 iron, we are also able to increase our profits a little by moving the \$5 variety."

Electrical Merchandising

THE MONTHLY MAGAZINE OF THE ELECTRICAL TRADE

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The Next Good Sale

NO man can tell where the next good sale is coming from. One day in Youngstown a very seedy-looking farmer wandered into the central-station salesroom and began to gaze around. He asked to see just how the washing machine worked and the salesman gave a demonstration with somewhat the spirit of the man who drops a piece of silver in the beggar's cup.

But the farmer saw it through and then reached down and pulled out a roll of bills that would make a dinner for a dozen goats, and he bought the washer and a sweeper and a toaster and four other things, for cash paid down.

No man can tell where the next good sale is coming from; therefore it is unwise for any salesman to do less than try his best.

"Not Shut Down"

SOME time ago in Knoxville, Tenn., a certain marble-cutting mill installed electric power, abandoning a noisy steam plant with its clamor. The change was so extreme, so noticeable, however, that the mill man had a big sign painted and hung on the building. It read:

"MILL NOT SHUT DOWN.
DOING IT ELECTRICALLY."

Here is a good idea for every contractor and every central station power man who brings peace to an uproarious street. It marks the mill as prosperous and enterprising, which is good advertising and gives electric power a boost. More effort should be made to mark all buildings where electrical installations are in process. It interests the public and it benefits the man who is doing the work.



Business vs. Busy-ness

THE use of mottoes and precepts has been somewhat overdone recently, but there is one at least which will bear repeating: "Plan your work, then work your plan."

The amounts of time, energy, opportunity and cash

that are wasted by futile running around in circles can never even be estimated. Business and busy-ness are sadly mixed in the minds of most of us. We fail to distinguish the difference between getting action and being active.

Donald Smith, one of the really big men of this age, began his career in a fur-trading post in Labrador. When asked how he managed to lift himself from such a low station to the position of railroad king of Canada, he replied, "When I had no actual or definite task I was planning."

The suggestion applies to all of us. When there is a job to do, do it. When there is no definite task, spend the time in planning, not in putting.



Push the Push-Button

TIME was when the central station would not bother with any appliance which did not consume a considerable amount of electricity. That time is past. To-day the live central station realizes that appliances which consume a very small amount of current may have a convenience value to the customer which will make electric service indispensable.

The next step is to realize that every electrical appliance has a similar correlative value. Every battery flashlight, every boys' wireless outfit, every telephone, every automobile starter, yes, even every doorbell, serves to emphasize the indispensability of electricity.

The advertising fraternity has learned this lesson. It is a slogan of the ad men that "advertising of all kinds helps all kinds of advertising," and their only anathema is the man who will not advertise in some way.

We would do well to follow this line of reasoning.

Who Buys the Most Soap?

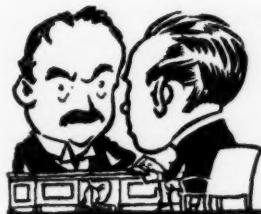
IT is an old saying that clean people use more soap than dirty ones—which, being interpreted to our trade, means the easiest place to sell more electrical appliances is in the houses of people who already use electric service. And it is true.

The contractor's best merchandising opportunity lies in those names that head his ledger pages—his customers. He knows them. They know him. And yet how seldom do we see a contractor systematically engaged in vigorous, intensive selling to this inner circle of his friends—his customers—the people that he knows.

Each name points out a normal household where desire can be bred for every comfort that electric service can bestow. Just plant the seed and water it and see it grow.

The more we buy, the more we want. It is a universal rule which, turned around to get the merchant's angle on it, reads: The more we sell the more we can sell.

IDEAS FOR THE MAN WHO SELLS



Methods to Increase Plans, Schemes and Sales of Electrical Goods

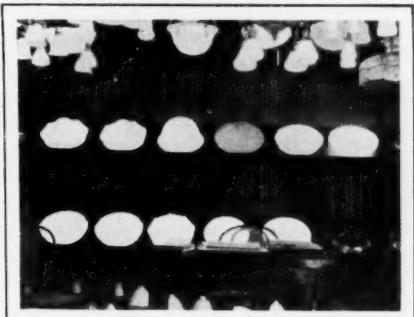


"A Dollar Off" on Dollar Day

The merchants of a Michigan town held a widely advertised "dollar day" sale and offered all kinds of merchandise grouped into \$1 bargains. The local electric company had nothing it could sell for \$1, but nevertheless capitalized on the special sale day which brought a great many people down town, by offering a "dollar off" on any electric appliance. The result was a general stimulation of sales for the day, especially of electric irons.

Displaying Lighting Bowls Illuminated

In this fixture display room, not enough ceiling space is available to properly display the various designs of semi-indirect lighting bowls, and since they cannot be shown off to advantage without light behind them, the owner devised the scheme illustrated herewith. Two shelves of 1-in. boards were placed on the back wall of the room and tilted to 45 deg. from the level. Ten-candlepower lamps were mounted in sockets placed in these boards and the bowls laid on the shelves, inverted, over the lamps. A narrow board along the lower edge of the shelves keeps the bowls from sliding off. The scheme shows off the bowls excellently and provides space



Ten-Candlepower Lamps Beneath These Bowls Show Off the Glassware to Advantage

to display sixteen different designs. A few of them are also hung up in the fixtures, to show their true appearance and relation to the rest of the fixture.

Selling a Vacuum Cleaner to the New Tenant

An appliance dealer who specializes on house-to-house canvassing gets useful tips for new business from local real-estate agents. If he hears that an old customer has moved away he waits until the new tenant has arrived. He then sends his man to call and ask for "Mrs. Old Tenant." Upon being informed that she no longer lives there, the salesman tells about having previously sold her an electric vacuum cleaner and adds that he just stopped in to see how it was working. He then inquires whether the new tenant has one, and if not, he is generally able to put across a sale.

A Guest Room in a Dealer's Store

The proprietor of an up-State New York electrical business has fitted up a room in his store in which customers are invited to meet their friends, drop in to read the papers and current magazines, etc. The dealer in question draws a large portion of his business from out-of-town people and he believes in fostering the get-together idea that results in the corner grocery gatherings in the smaller towns.

In his guest room he has fitted up a long reading table, on which writing material with his letterhead is conveniently supplied. On a stand near the door he keeps a supply of booklets and descriptive folders on his newest lines, and a salesman is always near the room to answer any questions that may come up about electrical goods.

A Pencil Sharpener Gets Passers-by to Stop Before This Show Window

Several hundred pencils are sharpened daily in a rotary pencil sharpener fastened outside the display window of a Manhattan electrical dealer. A sign just above the sharpener invites the passer-by to sharpen up his pencils and to also look in the window at the day's bargains in electrical conveniences. The dealer declares that he has sold a raft of such devices as flashlights, electric curling irons, desk lamps, flatirons, small fans and motors, heating pads, toaster stoves, electric alarm clocks, vibrators, electro-medical devices, and other similar articles to the people who flock to his window at the noon hour to point up their pencils.

Cut Flowers in Electric Range Demonstration Room

A feature of the exclusive electric range demonstration maintained by the Northwest Electric Company of Portland, is the practice of keeping cut flowers in several jars about the room throughout the entire year. The attention of visitors is called to the fact that although these flowers are removed only twice a week, they do not show signs of wilting. This is cited as evidence of the absence of heat wasted in the electrical cooking process, and never fails to impress the visitor of the desirability of such methods in her own kitchen.



The Exclusive Electric Range Store at Seattle, Wash.

Advertising an Electric-Iron Campaign



The Mounted Electric Iron Used to Advertise Appliance Sales in New York City

To help in the advertising of a special sale of 10,000 electric irons, reduced in price from \$3.50 to \$2.24 each, the large "iron" float illustrated has been constructed on an electric-vehicle chassis and is being operated by the United Electric Light & Power Company about the streets of New York City. The iron body was illuminated by three 150-watt lamps in concentrating reflectors, operated from the truck battery.

A Manager Who Reads Meters to Sell Washing Machines

Rawlins, Wyo., with a population of 4256, has 125 electric washers of the cylinder type in use on the lines of the Rawlins Electric Light & Fuel Company. J. H. Jacobucci, manager of the company, in relating his experience in selling electric washers, says: "I make it a point every month to read all the meters in the business section and a part of those in the residence district, taking one residence street after another, month by month. In this way I get clear around, thus keeping acquainted with all of our customers. Perhaps I do not read as many meters as a regular meter man would, but my principal aim is to have a little talk with most of the customers that I see, listening to any troubles they may have, and usually in the course of our conversation I catch on to what electrical appliance they are most likely to need and purchase.

"I have laid special stress on selling washing machines, not on account of the revenue they bring in, which amounts to only 25 to 30 cents a

month, but because I found in the beginning that a family having an electric washer saved so much work over the old method of washing that they are thereafter more satisfied to pay their light bill and attribute a large share of any increase in their bills to the use of the machine, without complaint. One machine in use induces a family to purchase other appliances.

"Other factors in selling the washers have been the reduced price for cash and the monthly payment offer. We have been selling machines at approximately 8 per cent to 10 per cent above cost for cash, and at approximately 15 per cent to 20 per cent above cost on monthly payments."

The "Show-Me" Method in Making Electric-Range Sales

Electric ranges are most easily sold after the prospective customer has seen electric cookery actually demonstrated. It was to meet this Missourian state of mind on the part of range prospects that the Puget Sound Traction, Light & Power Company conducted an exhibit demonstration of light electric ranges at the recent Seattle food show. Daily newspaper space was employed to advertise the exhibit, and free admission tickets were distributed to several hundred prospects by the range salesmen.

From one to three demonstrators



For Convenience in Answering Visitors' Inquiries, Each of the Eight Ranges Exhibited Was Assigned a Number

were always in attendance at the show, and every afternoon some article of food was cooked on each range, while the cooking processes were explained to the interested public. The demonstrators recorded the names and addresses of those interested, so that prospects might be followed up by the regular sales force if the sale could not be made at the booth.

Comfortable Chairs and Desks Replace Application Counter

The Union Gas & Electric Company has introduced an innovation in its general office at Cincinnati, Ohio, which met with the instant approbation of the public. The old application counter has been removed and in its place a row of salesmen's desks has been installed. By the side of each desk is a customer's chair. When persons come into the office to make applications for service they find a seat at a salesman's desk and are taken care of much the same as in an office of any other kind. The application department has thus been made a part of the sales department. The new plan affords comfort and convenience to both the customer and the salesman not possible with the customary counters in use in many offices.

How to Sell the Idea of Electric Cooking

"How to Sell an Idea" is the title of an interesting handbook on extending the use of electric cooking just published by the Society for Electrical Development, New York City. The book is intended for electric range salesmen and those contemplating range campaigns.

"It's almost impossible to sell an electric stove," declares the author in the opening paragraph. "But it's easy to sell the idea of electric cooking. The Kodak people don't sell cameras; they sell 'The Witchery of Kodakery'—that is, the idea of picture-taking. The phonograph people don't sell a spring motor and a lot of intricate mechanism for reproducing vibration; they sell the idea of ready-made music. . . . And so we fellows in the electrical business may as well realize that we cannot sell sheet iron, castings and heating elements in the form of electric stoves; we must sell electric cooking."

From beginning to end the thirty-two-page booklet is full of snap and contains a summary of concrete ideas for selling electric ranges. The society will soon have ready for distribution another booklet on electric cooking—this one selling ranges to the public from a new angle. These books will be sent to members of the society and others on request.

Equipment Specifications for Architects

At least one large manufacturer of electrical goods is getting good results from the practice of printing complete specification forms for its various types of house vacuum cleaners, electric ranges, room-to-room telephones, etc., for the use of architects. These specifications are supplied to agents with the latter's imprints, and the agents distribute the forms to architects locally. The clear and concise wording of the specifications is a helpful feature both to architects and building contractors.

Put "Baked-by-Wire" Tags on Loaves from Electric Bakery

An enterprising electric light company on the Pacific Coast found it would be easy to have printed a very large number of attractive labels about 0.5 in. in diameter, which could be supplied to a customer who baked bread by electricity, and which would be suitable for attaching to loaves as they went into the oven. These tags bore simply the statement "Baked by Wire" and the name of the baking company. The cost to the baker was nothing and to the lighting company was insignificant, but the result was the baker came back for more tags and has since moved into larger quarters and is doing a baking business 50 per cent greater than before the plan was inaugurated, about six months ago.

Auto Owners Listed by Makes for Accessories Campaign

In putting on an automobile accessories campaign this fall a Middle West electrical dealer had classified lists of motor-car owners prepared, a separate list being compiled for the owners of each make of car. Letters were then sent out describing the electrical devices handled, and a separate letter was prepared for each car. Thus the owners of the Cadillac were told what the devices would do for Cadillac cars, and above the body of the letter appeared the caption: "Improving the Cadillac." In the

same way letters were worked up for the other makes. "I'm proud of my car," said the manager, "and everyone I know who has a car feels the same way about his. I figured that it was worth a bit of extra trouble to recognize personal interest, and when we received the returns from our direct advertising I found we had guessed right."

Blazoning the Trade Mark in Electric Light

In a striking fifty-six-page booklet on "Electric Signs," just issued by the Commonwealth Edison Company of Chicago, there are outlined sales points in connection with large installations which have been known to appeal to sign buyers. For instance, beneath a picture of the roof sign of a large musical instrument house the legend reads:

"The question is often asked—'Why does an old-established firm like Lyon & Healy, with few competitors, find it necessary to advertise?' The answer is simple. 'To keep its trade-mark in the minds of the older residents of Chicago and to make it known to the newer generation.'

"As the value of trade-marks and trade-names is more and more appreciated, it is becoming the custom for manufacturers to use their factory roofs for electrical displays. Lyon & Healy, by utilizing a firehouse tower, are able to show their trade-name in just the form that it appears on billboards and in newspapers. At an unusually low price, circulation considered, the firm is securing a most valuable form of publicity."

Where Knowledge and Painstaking Courtesy Won

The letter quoted below was received by the sales manager of a large manufacturer of motors:

Dear Sir:

Being in the market for some small motors, I first tried two or three concerns whose names were listed. They sent their salesmen down to see me but owing to what appeared their entire ignorance of what they were talking about, and owing also to the little trouble they were disposed to take, I decided to call up your concern and received a visit from your Mr. Blank.

I take the liberty of congratulating you on having such a man in your employ. His courtesy and the trouble he has taken are indications of his faithfulness, and his knowledge of his goods is proven the moment one goes into details with him. I had never seen the gentleman before in my life and have no other object in writing this letter than that which is dictated by a sense of appreciation and fairness.

Very truly yours,

Advertising House Wiring with Pictures of Wired Houses

A feature of the house-wiring campaign of the Edison Electric Illuminating Company of Boston is the use of photos of already-built homes which have been equipped electrically. Not only do these pictures show the wide variety of houses which have been wired, but also in several of the advertisements the locations of the houses in the numerous towns served by the company are emphasized. The Boston company has now wired 3839 homes on its easy-payment plan. This is the first company to develop the plan of wiring houses on a definite price schedule, the merit of which plan is evidenced by the fact that it has been in operation several years without losing its effectiveness.



3839 Homes
wired for Electricity on our
Easy Payment Plan

No annoyance
No injury to woodwork
Ample time for payment
No interest charges
Phone for salesman to explain

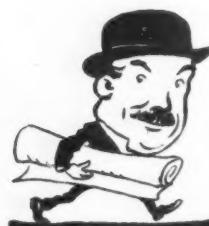
EDISON LIGHT
SIXTEEN STORES







In Advertising Its House Wiring Offer the Boston Edison Company Makes Good Use of Photographs of Representative Dwellings that Have Already Been Wired Under the Easy-Payment Plan



HINTS FOR THE CONTRACTOR

Ideas on Estimating, Stock Keeping, Shop and Construction Methods, and Collections

Carpeted Work Bench Protects Fixture Parts

Soft metal parts that make up the modern electrical fixture can be very easily marred. Even the handling these parts receive during assembly may leave marks which can be effaced only with painstaking effort. To partly overcome this trouble it is the practice in one fixture shop to cover all assembly benches with Brussels carpet.



The Carpeted Bench Prevents Fixtures from Being Marred

pet. With the benches covered in this fashion the men can work with greater speed, since less caution is required to protect the metal parts.

"Quality Work Pays"—The Testimony of an Ohio Contractor

In the course of a study of the policies of price making and quality of materials which prevail among successful electrical contractors, the Electric Cable Company, New York City, recently offered a series of prizes for

the best letters received from contractors presenting evidence that "insistence upon quality material and fair prices" is most profitable in the long run. Hundreds of letters were received, testifying that the majority of contractors are conscientiously conducting their businesses on a quality-plus-fair-price basis. Six prizes were awarded, first honors going for the following letter:

THE ELECTRIC SHOP

WASHINGTON C. H., OHIO.

July 15, 1916.

Gentlemen:

Quality work pays every time. It pays all the time. A good job works overtime telling about the work and the workmen. It is a standing advertisement that costs nothing.

Satisfied customers forget an extra price. They talk about the work. They tell their friends.

Half of our work, new and old, comes to us because some one has spoken of the work we did for them. Quality work means repeat business, new outlets, appliances and changes. Quality work means new business and a satisfied list of customers.

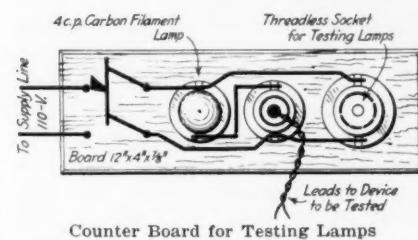
We haven't time to talk about prices. We make a regular profit on every job, or we don't take the job. Most of the time we aren't asked for price. We are told to go ahead. Quality did it.

Very truly yours,
THE ELECTRIC SHOP,
Ellis Bishop, Manager.

A Handy Counter Board for Testing Lamps

It took only about fifteen minutes for the owner of a small shop which sells lamps and does repairing of small motors and heating devices to construct the test board illustrated. With it he can quickly test lamps for burn-outs and also locate grounds in current-consuming devices. This particular board was made from a piece of 4-in. by $\frac{1}{8}$ -in. yellow pine cut to a 12-in. length. On it is mounted a 15-amp. double-pole knife switch and three porcelain-base sockets wired up as shown. A 4-cp. carbon lamp is screwed into the first socket, and a plug on the end of a pair of twisted-cord leads is screwed into the middle socket. The wiring is such that when the leads are connected to a device for

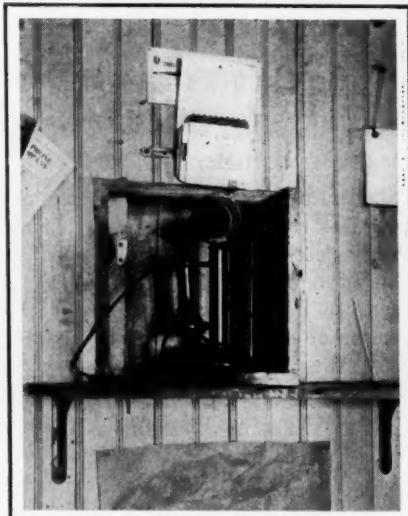
a ground test the current must pass at the same time through the lamp in series. Hence only about $\frac{1}{8}$ amp. can flow, even if a ground is developed. If there is a ground the lamp will



light to full brightness. In the third socket the threaded contact-piece has been cut vertically and spread so that a lamp can be pushed down to make contact for testing instead of having to screw it in.

Isolating the Contractor's Telephone

An electrical contractor in Massachusetts who believes in thrift and in getting the best service from his telephone regardless of what is going on in his shipping room, has mounted the transmitter stand on a swinging shelf as shown in the accompanying picture, so that the instrument can be used with equal readiness in either office or salesroom. To eliminate the disturbance of outside noises the shelf has been fitted with a pair of close-fitting doors as shown, the doors being at right angles to each other and enabling a conversation to be carried on upon either side of the partition.



Each of the Pair of Doors Is Made in Two Parts at Right Angles with Each Other, so that One Set Is Closed when the Other Is Open



The Wireman Hauls Tools and Material in His Bicycle Trailer

Pedaling Wiring Material to the Job

One hundred pounds of wiring material, including a small step ladder, is carried on a bicycle trailer by the wireman whose outfit is shown. He says that he can pull this with little effort along any ordinary level road and that it is particularly handy for delivering a bunch of knobs, tubes and cleats to the job.

This picture was shown to a contractor who, some time ago, had a similar trailer rigged up, with improvements to the extent of rubber tires and ball bearings. This man declares that it is easier for him to carry a 500-ft. roll of wire over each handlebar of his bicycle, a step ladder over one shoulder, and a kit of tools and supplies hung by a strap over the other shoulder, than to haul a trailer around. The difference of opinion may be explained, perhaps, by the greater number of hills in the second man's territory.

Hunches That Save Shop Space and the Workmen's Time

"Walk out into the shop with me and I'll show you what few stunts we have for saving space and saving our men's time," invited F. H. Kimbrough, who runs an electrical contracting business at Muncie, Ind., to a recent visitor who expressed an interest in his use of efficiency methods in his business.

"There," said Mr. Kimbrough, pointing overhead, "is where we keep

our extension ladders. They would occupy lots of room on the floor and if kept in the basement they would be difficult of access. So, with that pair of 10-cent pulleys and about 3 lb. of 0.25-in. rope at 25 cents a pound retail, we pull them up to the ceiling. The stunt cost us less than a dollar and it saves valuable space and much patience.

"Then see this 8-in. by 8-in. trapdoor which was put in the floor at the expense of a T-hinge and a little labor. We use that door for bringing our pipe out of the basement to the room above. It eliminates the necessity of either cluttering up the floor above with a small quantity of pipe or of making several long trips to the cellar when a little pipe is needed.

"There is one thing here which I believe every electrical contractor should have. It is a small motor-driven drill press. Ours cost only \$12 or \$15, but it surely helps save men's time."

As Mr. Kimbrough started to take his visitor back to the front part of the store he passed a locked door. "That door," he pointed out, "is always locked. We keep our stock under lock and key, not because we believe our employees to be dishonest, but because we know men are forgetful. Everything that goes out of the stock room is charged out. This practice not only saves the time of the workmen in the morning, but also prevents mistakes and protects honest employees from suspicion and the firm from loss in isolated cases of dishonesty."



A Trapdoor for Handling Conduit from the Basement Storeroom

Have a Specialist on Auto-Starter Connections

G. W. Peters, of Peters & Peters, electrical contractors, New York City, recently observed that he has closed a large number of a-c. motor wiring jobs because several of his wiremen have been trained and have made a special study of auto-starter connections. Peters & Peters have several men that are kept on the pay roll at a salary greater than the regular wage, any one of whom can connect any make of auto-starter furnished with any of the well known types of motors, without the aid of diagrams. Furthermore, they can complete such a job in less than an hour on the average, whereas it often takes a wireman using a diagram from four to five hours. Mr. Peters declares that this saving in time has eliminated cheap competition on nearly every a-c. factory job.

A Contractor Who Took His Own Medicine

"I've been selling and installing inter-communicating office telephones for years," said a Pennsylvania contractor the other day, "but it never occurred to me to try them in our own office. We only had five men in the office and we are pretty informal. Last month we ran an ad in a local paper saying that offices could improve their efficiency by equipping with phones to each desk.

"The next day one of our clerks came in and held that ad up in front of me and said, 'What am I going to tell our guests when they ask why we don't use office phones ourselves?'

"That was a question. I thought it over and then had the boys put in a set in our place. My idea was to have it all in so that when a prospective customer dropped in I could push button number four and have Jim answer. It never got to that, though.

"On the very first day it was in I wanted the price on our last bunch of batteries and asked Jim about it on our office phone. Usually I got up and walked across the room. The boys all got the hang of it and now that set is saving us all a couple of hours a day. People come in and notice it the first thing. A doctor who cures himself has a pretty convincing sort of proposition!"

SALES HELPS FOR THE DEALER



What the Manufacturer Offers to Help You Get More Trade



Effective "Cook-by-Wire" Signs to Be Sold at a Nominal Price

Every once in a while some electrical man remembers that all of the "mercantile brains" are not corralled in the electrical industry. Having remembered this he looks into other industries for selling ideas and returns elated with a few brand new ones.

This time the fellow who looked "outside" was Freling Foster, advertising manager of the Hughes Electric Heating Company, Chicago. What he learned was that manufacturers in other industries actually sell expensive "dealer help" advertising—because it costs so much it cannot be given away—to customers who are selling the firm's regular line of goods. As the result the Hughes company has worked up a 12-in. by 36-in. enameled metal sign in two bright colors. It reads, "Cook by Wire" on the top line; "On a Hughes Electric Range" on the second line; and has a space for the name of the central station or dealer beneath. With the Hughes company bearing about 50 per cent of the cost of these signs they will be sold to central stations and dealers at about 20 cents each.

This price stands out in sharp contrast to the cost of similar signs "home made." The electrical papers reported how the central station at Hood River, Ore., recently used six "Cook by Wire" signs in a range campaign. These signs cost \$2 each and even at that price were considered very effective. With the same approach

a company could now use about sixty of the enameled metal signs, or enough to tack one in every desirable advertising location in a medium-sized community. Every telephone pole, every conveniently located barn and every fence along the principal highways could be made to fairly shout "Cook by Wire."

Evidence of the fact that this plan

A "Silent Salesman" for the Appliance Dealer

"Goods unseen usually stay unsold, for there's more real selling force in an ounce of show than in a ton of talk," is the merchandising epigram coined by Landers, Frary & Clark, New Britain, Conn. In order to help the dealers to show electrical appliances effectively this company has devised and placed upon the market the "Universal" display case which it calls the dealer's "Silent Salesman." The case is offered to any dealer, but a special discount is given to those who purchase twelve different appliances—a provision to insure fair display. The balance of the price of the case is also credited to the purchaser if he buys the manufacturers' appliances aggregating a certain sum, within a



"Dealers Who Keep Their Stock Up and Showing, Also Keep It Up and Going." So Says the Landers, Frary & Clark Company, New Britain, Conn., Whose Display Cases As Shown Here, Are Furnished to Its Dealers as "Silent Salesmen."

is proving successful in other industries is apparent everywhere. A varnish company, for instance, is selling 7-ft. by 2-ft. thermometers to dealers for \$14 apiece. A tailoring company is selling 4-ft. by 5-ft. enameled metal signs to its dealers at \$5 each. These concerns have sold signs by the thousands. So the Hughes company is confident that it will soon be purchasing these signs in 10,000 lots for distribution to live dealers.

set period after the date of purchase of the case.

The company points out that this "silent salesman" keeps the samples bright and shining and attracts the attention of everyone entering the store, and declares that it will often make a sale while a customer is waiting for the change on another purchase. The picture shows how half a dozen of these display cases made an attractive convention exhibit.



"WHEN ELECTRIC COOKING COMES TO TOWN"
From "Daisy Dayload," the new dealer-help issued monthly by the Hughes Electric Heating Company

A Month-by-Month Campaign with Dealer Initiative

How the Factor of Individual-Dealer Service Has Been Incorporated Into the Elaborate Advertising and Sales Material Furnished by the Westinghouse Lamp Company to Its Lamp Distributors for a Succession of Monthly Drives After Timely Business

INDIVIDUAL service suited to the needs of each dealer and lamp distributor is a feature of the very complete lamp advertising and sales campaign which the Westinghouse Lamp Company now has under way for a succession of monthly drives after timely lamp business.

Carrying out the idea of Elliott Reid, advertising manager for the company, the advertising department has in effect established itself as a special-service bureau for the company's lamp distributors, and has laid out a complete advertising campaign for five monthly drives each directed at a different class of lamp purchasers.

DEALER CAMPAIGNS COINCIDE WITH COMPANY ADVERTISING

The September campaign, for example, is devoted to general lighting; that for October to industrial and store lighting; November to home lighting; December to Christmas lighting; and January to store lighting. Each of these campaigns is timed to appear in step with the general advertising of the lamp company.

Prior to mailing to dealers the schedules of the five monthly campaigns, the advertising department, through company salesmen, secured complete reports on each distributor, including his name and address, class of customers, appearance and size of store or office, general business and individual methods, number and size of display windows, etc. By studying these reports and analyzing them carefully, the department had the necessary basis on which to lay out the campaigns with a view to meeting the requirements of each distributor.

Moreover, on the schedule of campaigns sent out, space was provided for each distributor to estimate the quantity of each piece of advertising matter he would require, and to state just how he would use the material; what lists he had; what newspapers he would use, and what methods of distribution he employed.

When the advertising department received this schedule properly filled out, it at once had accurate knowledge of the distributors' requirements, en-

abling it to estimate the number of different forms required and to adapt them so as to best meet the conditions. Any specific suggestions made for special forms were considered and acted upon if conditions warranted.

Each month a special portfolio like that illustrated, is sent out with sam-



Folder Containing all Campaign Material, Sent to Dealers One Month in Advance

ples of the forms scheduled for use during the following month. This places in the hands of the distributor, one month ahead of time, actual samples of the material available for his campaign.

He has, of course, already seen the outline of all the campaigns and has been able to make general plans. He now sees, concretely, however, how the material fits his particular requirements and is therefore able to complete his plans. On a special requisition inclosed he can then enter his final order for such material as he needs, which is shipped promptly by the manufacturer.

It will be noted that throughout the plan the close working of the lamp company and the individual dealer is maintained. This is of immeasurable benefit to the distributor, because he gets advance information as to the co-operation he can expect and he has the opportunity of actually seeing the material available before finally deciding on what will best fit his conditions. In this way, he is given plenty of time to plan his campaign in detail and can thus carry it through without a hitch. He further has the co-operation of a trained advertising organization competent to help him with ideas and suggestions.

Already the plan has been carried along far enough to show that it is working out exactly as was expected. In actual operation it has eliminated all the disadvantages under which the manufacturer's advertising staff previously worked.

There are now on file complete data on the company's various distributors enabling the department to adapt its plans to suit the requirements of any one particular dealer.

By maintaining such close touch with those who use the material there is no likelihood of producing advertising matter which will shoot wide of the mark.

While this plan, it is pointed out, may not represent the perfect dealer help, yet it is an improvement that the user appreciates—and that is the much-needed element in any co-operative advertising.

The Federal Trading Stamp Idea Spreads

The trading-stamp idea evolved by the Federal Sign System (Electric) and adopted by the Commonwealth Edison Company of Chicago, is making good progress. More than 550 retail merchants of the city are now giving Federal coupons, which are redeemed by the Edison company for portable lamps, toasters, flatirons, percolators, hair dryers, and other energy-consuming devices. The keynote of the popular appeal made by this thrift idea is summed up in the following headline to a recent advertisement: "The woman who has not a penny to spare for the much-needed electric flatiron that would so help her to do her work can now secure one absolutely free by simply collecting Federal Dividend Coupons."

NEW MERCHANDISE TO SELL AND WHERE TO BUY IT

Appliances, Socket Devices and Wiring Supplies Which
Manufacturers and Jobbers Are Putting on the Market

Thermally Controlled Domes- tic Hot Water System

The Electric Sales Service Company, of San Francisco, Cal., has developed a thermally controlled water-heater which is designed for use in standard 30-gal. and 60-gal. kitchen boilers with-

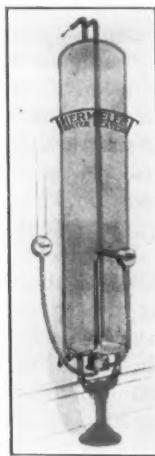


Fig. 1—Phantom View of Tank with Heater Installed

out necessitating any alteration or additional plumbing for its installation. In Fig. 1 is shown a 30-gal. kitchen boiler which has been converted to an automatic electric water-heating apparatus for continuous operation by merely removing the side and bottom water-back connections and respectively inserting the thermostat and 250-1500-watt annular ring heater. The conversion is completed on reconnecting the drain pipe to the outlet of the terminal box and inclosing the boiler and piping in a suitable boiler cover.

The heating element is just short enough so that it may be easily inserted or removed from the bottom tap without the need of lifting the boiler from its stand. Due to the intermittent operation effected by the thermal control, there is continually a slight opening and closing of the annular ring, being caused by the difference in amount of metal on the inside and outside surface of the heating tube. This action is amplified by expansive copper sheathing and makes the heater self-cleaning, all scale and precipitate being cracked off and accumulated at the bottom, where it may be flushed out.

The thermostat is so designed that arcing and burning of the contacts are avoided and all mechanical stresses

and strains which, by producing fatigue of the metal, would result in loss of adjustment, are eliminated. A vertical travel of 0.75 in. is obtained for a 10-deg. change in temperature of the water surrounding the thermostat. This movement is produced by pure linear expansion which occurs in the "Therm-Elect" alloy used in the barrel of the thermostat.

To accomplish with an immersion heater a temperature regulation approximating 100 per cent, the "Therm-Elect" unit has been designed to operate like an electric coffee percolator. The heater is tubular, with an opening along the side to permit the water to flow into the center of the heating unit, where it is rapidly heated and carried to the top of the unit with an increasing velocity, which is sufficient to project the hot water to the top of the boiler in the same manner as that by which a coffee percolator delivers hot water to the top of the pot.



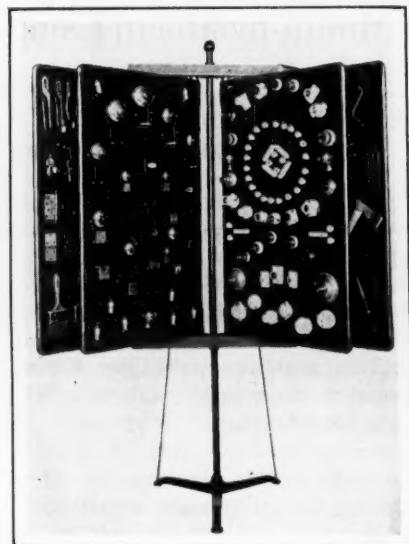
Fig. 2—Heating Element

The "Therm-Elect" heater may be operated on from 110 volts to 130 volts either alternating current or direct current. Where the domestic or commercial water-heating requirements necessitate the installation of a heater in excess of 1500 watts capacity, "Therm-Elect" equipment is made up for operation on 220-volt to 260-volt three-wire circuits, and the regulation is such as to maintain a perfect balance, it is pointed out, on the two sides of the three-wire system at all points between zero and full load.

Stove and Sample-Room Display Fixtures

The stationary display fixture illustrated is well suited for store exhibit. It has a large swing display area and occupies only a small floor space. For the use of manufacturers' and jobbers' salesmen these fixtures are also made to fit into special cases that can be shipped along the salesman's route for effectively displaying the devices he is selling.

Other movable display fixtures operated by small motors which open and



Stationary Display Fixture

close the display wings, showing each wing in rotation are also manufactured by the Universal Fixture Corporation, 139 West Twenty-third Street, New York City, makers of the fixture illustrated.

Reflectors for Portable Lamps

As is well known, materials such as silk and cretonne are very poor reflectors. In the "Arca" lamp shown herewith the disadvantages of silk and cretonne shades are overcome by the use of a specially constructed reflector which is designed to direct the light rays to the spot where they are most needed and diffuse them so that a soft light is distributed all over the room. The makers claim that the "Arca" reflector is a scientifically constructed prismatic reflector. It consists of an upper prismatic part which reflects the



Portable Lamp with Reflector, With and Without Shade

light and a lower part which diffuses the light and distributes it over a very large area. The "Arca" lamp can be used to good advantage for indirect

as well as direct lighting, the manufacturers point out. An especially noteworthy feature of the reflector, the



Inverted Reflector

makers further declare, is the economy of light.

For reading purposes the same reflector inverted can be used. A lamp with an ordinary silk shade only throws the light around the base of the lamp. The reflector shown is designed to distribute the light over a large area and direct it over a large table or writing desk without throwing any light into the eyes of the reader. A considerable saving is also obtained by using the inverted reflector, it is claimed. Any portable lamp can be converted into an indirect lighting or direct lighting "Arca" lamp for any purpose, for the library, dining room, bedroom, it is asserted, and even with boudoir lamps the "Arca" reflector can be employed very effectively. The holder used for the reflector can be easily adjusted to any kind of lamp. Fig. 1 illustrates an ordinary portable lamp fitted with the "Arca" reflector for indirect lighting. Fig. 2 shows the same lamp with a cretonne shade, showing the light flux. Fig. 3 shows the inverted reflector used with a small portable lamp, and Fig. 4 illustrates the same lamp with a cretonne shade. The glassware as used in these lamps is manufactured by the Holophane Company, New York City. Complete lamps, including all styles of table and piano lamps and equipped with any of a great variety of fancy designed silk shades are being marketed by the United Arts and Crafts Workers, New York City.

Cylinder-Type Washing Machine

The Imperial Washing Machine Company of Sand Springs, Okla., announces the completion of its new 1917 model electric washing machine. Like the previous models, it is a cylinder-type machine, but has several new features through the use of which it is claimed that the time required to do a washing is cut down by one-half. The slots inside the cylinder are so arranged that they carry the water to the top of the cylinder and pour it into the clothes as

they fall, thus forcing more water through the garments. Another new feature is the steel tub holder which can be folded against the wringer standard when not in use. Furthermore, the machine has many conveniences such as a reversing wringer, safety roll release, inclosed gears, special drain valve, special clutchless motor with adjustable base, two lids to the cylinder, making it easy to clean without lifting out of place, etc. The machine is mounted in a structural-steel framework, and is equipped with a special pulley so that it may be driven by a gasoline engine without alteration, if so desired. A small pulley is also provided from which ice cream freezers

ing work. In the Spencer steel "Orgoblo" the air has a continuous passage throughout the machine, thereby avoid-



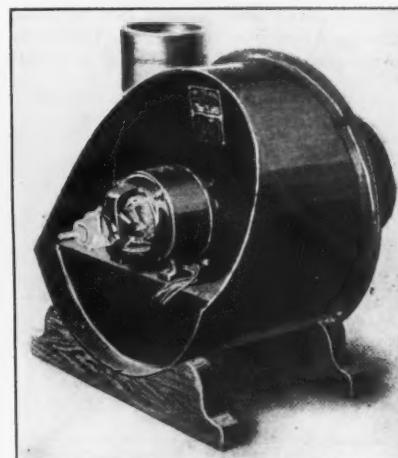
Electric Cylinder Washer

or other small machinery may be driven from the same motor. It is made in two sizes for home and laundry use.

Motor-Driven Organ Blower

Not so long ago, when organs were operated on from 2-in. to 3-in. water-column pressure, they were generally operated by hand; now, however, as high as 20,000 cu. ft. of air per minute is used, at pressures of from 4 in. to 40 in. water column, and hand operation is practically out of the question. For the past twenty-five years The Organ Power Company of Hartford, Conn., has been devoting its attention to the solution of organ-blowing problems. The pioneer work included experiments with rotary and reciprocating water motors, but electric blowers have now been adopted as standard. These electric blowers were first of wood-box construction, then of wood and metal, and finally of cylindrical metal construction. Of the last-named type, the open cylindrical steel "Orgoblo," illustrated herewith, has recently been developed.

Alternating-current and direct-current motors varying in capacity from 2 hp. to 15 hp., made by the Westinghouse Electric & Manufacturing Company of East Pittsburgh, Pa., are employed to operate the blowers. The motors are directly connected to the fan of the blowers and possess characteristics which specially suit them for blow-

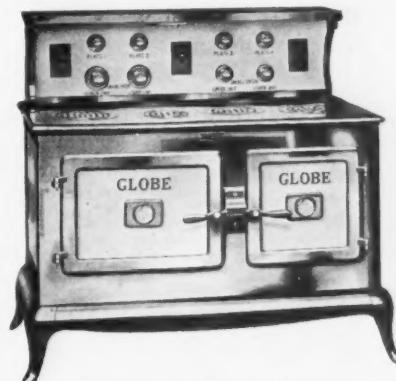


Electric Organ Blower

ing losses incident to stopping and starting the air between stages, and is said to be the only machine in which the loss by fan side leakage has been entirely overcome.

Simple Electric Range

A firm belief in electric ranges of the utmost simplicity has prompted the Globe Stove & Range Company of Kokomo, Ind., to develop a new model of its large double-oven type of electric range. The most important change is the elimination of the thermostat. The main switch and pilot light have also been discarded, and the parts of the stove demanding constant use and at-



Double-Oven Electric Range

tention by the housewife have been reduced thereby. A push-button controlling the two lamp-socket receptacles and tubular lamp has been placed in an advantageous location. Anchor connections in the rear allow the two castings comprising the top of the stove to be raised and lowered at will for inspection and repairs. The new base casting and legs give a finish and pleasing appearance to this new model which are borne out by various other refinements.

Talking-Machine Motor

With the "Phonomotor" shown herewith any type of spring-operated phonograph using disk records can be made an electric-driven machine. The tiresome rewinding of the spring is elimi-



Small Vertical Motor Installed on Disk-Type Talking-Machine

nated and, according to the claims of the manufacturer, which is the Arnold Electric Company, Racine, Wis., the best reproduction possible of every record played is insured. The motor can be easily attached to any phonograph, by simply setting it alongside the metal disk of the machine so that the rubber pulley touches and drives the disk. Before installing the motor, the spring of the machine is allowed to run down entirely and the crank handle removed. No other changes are necessary. The regulating device is employed in the same way as when the spring is used. No harm can result to the machine, it is declared, and if it is desired not to use the motor, it is simply necessary to rewind the spring. The motor operates on either direct-current or alternating-current at from 100 volts to 120 volts and may be used to operate other small mechanical models. The net weight of the device is 3 lb.

Light-Weight Electric Iron

Although not a toy, the "Baby" electric iron, as it is called, shown herewith, will be of special appeal, the manufacturers claim, to mothers who wish to



One-Pound Electric Iron

provide their daughters with useful gifts so that they can help with the family washing and at an early age develop habits of industry. It weighs only 1 lb., and is particularly useful, it is pointed out, for light pressing of lingerie, laces, handkerchiefs, etc. The

iron is equipped with connector plug, 6 ft. of maroon cord and attachment plug, and is rated at 90 watts. It operates on from 100 volts to 130 volts. A feature of the device, to which the maker directs particular attention, is the simplicity of it, two solid castings clamped together with two screws making it fool-proof, it is asserted. The heating element is imbedded in cement. The iron is also very useful for persons traveling because of its light weight and compactness. The device is being placed on the market by the International Electric Company, Indianapolis, Ind.

Fixture for Living Room

A new design in living room fixtures which is rather a departure from existing designs is that recently brought out by the Beardslee Chandelier Manufacturing Company of Chicago, pictured herewith. The whole bottom piece is made in one casting of brass except for the ornamental pieces projecting from



Ornamental Living Room Fixture

the bottom. Instead of the single large inverted bowl, it has five small inverted bowls of semi-opaque glass. It is a classic piece adapted for use with modern furniture and would harmonize well with a Greek room.

Starting Switch on Single-Phase Induction Motors

Single-phase induction motors on which the split-phase method of starting is utilized require a switch to cut out the starting winding. This switch is always arranged to operate by centrifugal force just before the motor reaches full-load speed. The old type of switch operated by the centrifugal force of the contact fingers, while reliable for light service, it is declared, did

not meet the increasingly heavy demands put upon single-phase motors.

A new switch developed by the Westinghouse Electric & Manufacturing Company of East Pittsburgh, Pa., for use on its small single-phase induction

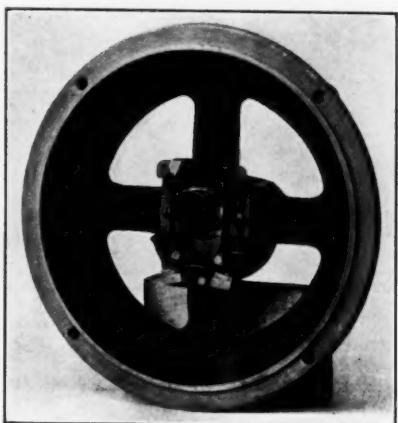


Fig. 1—Stationary Part of Switch on Bracket

motors has been designed for great endurance and reliability combined with simplicity. The switch consists of two parts, a stationary part mounted on the motor bracket, and a rotating part mounted on the shaft. The former consists primarily of one stationary and one movable punching, each of which carries two heavy copper block contacts insulated from the punching, the contacts on the upper part being short-circuited by a phosphor-bronze spring. This part is free to move up and down, thus opening and closing the circuit with the two blocks on the stationary

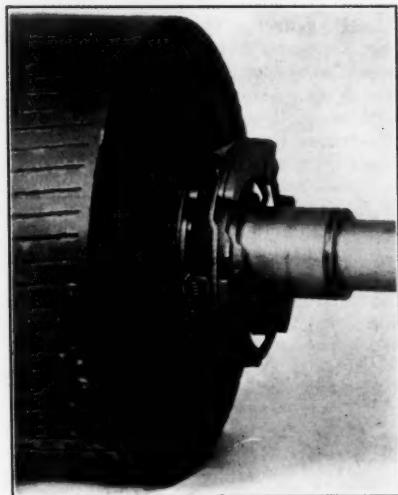


Fig. 2—Revolving Member on Shaft

part. This movable part is held in either of its extreme positions by means of two steel springs near the upper part of the switch, which give it a certain amount of over-travel so that when it is pushed in one direction through about half of its travel it will jump the remainder of the way.

The operating mechanism for the switch is mounted on the shaft and consists of three weights arranged in an approximate ring. These weights run between two lips on the sliding part of the switch. When the motor slows down the springs pull the weights together and they then strike the lower lip, throwing the switch into the closed position. Owing to the over-travel of the switch the rotating part is touching the stationary part only during the transition period.

Family-Size Electric Washer

Under the name of the "Geyser," the Capital Electric Company, 321 North Sheldon Street, Chicago, Ill., is marketing a new cylinder-type washer with an all-metal tank and frame, electrically welded. The cylinder, which is removable, is of triple-plated metal and is easy to keep clean and sanitary. Due to the absence of chains, bolts and gears the cylinder is easily removable, thus making it possible to keep the washer tank clean without great effort. The wringer is reversible, has a safety release, and can be used at the same time as the washer or independently. A 0.25-hp. Westinghouse motor operates both the washer and wringer. Levers on the top edge of the washer control both the washer and wringer, and a snap switch is provided for turning on current. By the method employed in the "Geyser" machine, it is pointed out, the clothes are always completely under water in a cylinder free to revolve, and a powerful circulation of hot suds is



Motor-Driven Washer with All-Metal Tank and Frame

forced through them. Thus, as the clothes are not stirred around and lifted out of the water they do not become matted together and are not strained or torn by rubbing or plunging. The washer is small but roomy. The one

illustrated, known as the family size, has a capacity of six sheets. A home laundry size is made having a capacity of nine sheets, and a smaller one for light washing called the "Baby Geyser," which is only 14 in. wide but has a capacity of three sheets. It is admirably suited for use in bathroom or kitchen.

Electromagnetic Vibrator

In the accompanying illustration is shown a new electromagnetic vibrator for use on alternating-current circuits, which is being manufactured and marketed by the Rubes Electric Devices, Inc., Brooklyn, N. Y. The applicators for this vibrator may be attached so as to operate in either of two directions at right angles to each other. One produces a lateral or so-called Swedish massage stroke, and the other a percussion stroke. The vibrator delivers about 7200 vibrations per minute, operating on an electromagnetic principle and em-



Alternating-Current Vibrator

ploying no rotating electric motor. There is, therefore, the minimum of mechanism to get out of order and to require oiling.

The vibrator outfit is furnished packed in a leatherette cylindrical carrying case and consists of one vibrator with a 10-ft. cord, an attachment plug and eight different applicators.

Outdoor Electric Sign

The Flashtric Sign Works, 215 South Clinton Street, Chicago, Ill., has recently placed on the market an electric sign of low price which it intends to produce in large numbers. The sign is 9 ft. long, 3 ft. wide and 1 ft. thick, and is provided with one row of illuminated 14-in. letters on each side. Any wording of from three to twelve letters on each side can be obtained. Use is made of white letters on a black background. The sign is equipped with three 100-watt nitrogen-filled lamps. Main chain, guy chains, turnbuckle, shoes, expansion bolts, etc., are also

provided so that the sign may be placed in position in less than two hours, the maker claims, by only two men.

Small "Daylight" Lamps

The Lux Manufacturing Company of Hoboken, N. J., has just placed on the market 40-watt and 60-watt Lunar blue-glass lamps for producing illuminations.



60-Watt Blue-Glass Lamp

nation of "daylight" color and quality, in show windows, printing establishments, textile mills and other places where a close approximation to daylight illumination is desirable for color matching. The smallest "daylight" lamps heretofore marketed have been the 100-watt units previously described in these columns. The new lamps are identical with the gas-filled tungsten lamps manufactured by the Lux company and are made for pressures from 100 volts to 120 volts.

Steel Battery Cabinet

A single steel cabinet adapted particularly for use with batteries made up of standard round dry cells, 2.5 in. by 6 in. in size, as shown in the accompanying illustration.



Steel Cabinet for Dry Battery with Strip Connectors

companying illustration, has recently been brought out by W. R. Ostrander & Company, 371 Broadway, New York. The so-called wireless connectors are of spring tempered phosphor-bronze strips, as shown, having strong tension

and bearing down firmly on both the carbon and zinc terminals of the cells. This insures a positive contact, it is pointed out, and at the same time affords, when required, a quick and easy release. The connectors also prevent loose connections, short circuits, etc., the maker asserts, and are not affected by vibration. The cabinet is of 16-gage steel, the door being hinged and equipped with padlock. Knockouts for 0.5-in. conduit are provided in each side. The cell support is of hard wood, saturated with an insulating compound and paraffine. It has a ventilated bottom and is recessed for the isolation of the cells. The method of connecting the cells can also be utilized when it is desirable to employ any of the standard forms of primary batteries.

Electric Washing Machines

Two new washing machines were exhibited by the Western Electric Company, New York, at its booth at the recent exhibit of the National Electric Light and National Electrical Contractors' Associations. One of these machines is of the dolly type and the other a small cylinder washer.

The dolly washer is a motor driven machine, among the features of which is a movable wringer that swings in various positions around the body of the machine, permitting the wringing and re-wringing of clothes into tubs or on table tops without moving the washer or stopping its operation. A

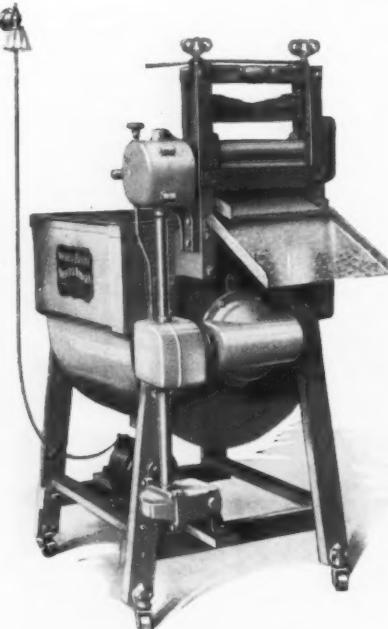


Fig. 1—Small Cylinder Washer

safety release offers protection from the rollers. The motor is placed under the tub and is protected from dripping water. The gearing is covered and is absolutely safe, it is claimed.

The small sized cylinder washer is built and operates on the same prin-

ple as its larger prototype that has been marketed by the Western Electric Company for some time past. It is designed to wash four sheets or the equivalent at one time. The machine is sturdily built of non-warping wood and is lined with galvanized steel. The lining is of one piece and rounded, thus allowing no corners, cracks or crevices to catch and hold the dirt. The cylinder is of the familiar perforated wooden type with slats especially made to withstand warping, and works on the reversing principle. The wringer is

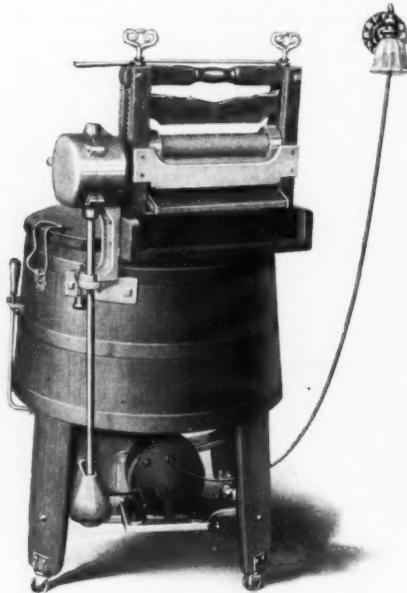


Fig. 2—Dolly-Type Washing Machine

driven by the motor, is reversible and can be operated in conjunction with or independent of the cylinder. It has a safety release that obviates wringer accidents. The motor is mounted under the body of the machine and away from water and moisture. All gears and shafts are inclosed and protected.

Electric-Sign Bulletin

The "Electrograph" is a new equipment communicating any desired message to a crowd of people, inside of buildings, halls or in the open air. This is done by means of electric light flashes on a field or bank of electric lamps, certain groups of lamps being lighted momentarily to form letters of a word or words, which in succession are visible and form the sentence desired. The device is a development of the electric sign flasher, employing a similar principle of operation, but being more compact and adaptable to a large number of uses. The apparatus is being made in various sizes and styles, from the small window display attraction up to the largest open-air or roof sign. The machinery controlling the device, being light and small, requires but little floor space and can be placed anywhere near the lamp-letter-field or

lamp-bank, and may be concealed in various manners.

The text or message to be transmitted or communicated is first prepared in form of a stencil or record and then inserted in the machine. The preparation of the record is simple and easy. It is made with a special perforator for this purpose and permits unlimited variation of the reading matter according to need and occasion.

The outfit consists of the following essential parts: (A) Lamp-letter-field or lamp-bank; (B) flash controller for stencils or record; (C) connecting cable between A and B.

One controller may operate two or more separate lamp-banks in different locations simultaneously. Thus, one controller can operate a small bank or sign in the show window and at the same time a larger bank on the front of the building or on the roof. The flash controller is a simple rugged machine that can be operated on any electric circuit. It is driven by a small motor, either direct-current or alternating-current (110 volts or 220 volts), as the case may be; the machine may be controlled by a time switch to eliminate the need for hand starting and stopping. The periods of flash and rest are adjustable to the proper value, and the speed can be set to whatever is desired. Control is either mechanical or electro-mechanical, according to the size of the lamp-bank and number of lamps used and the number of banks controlled by one machine. The apparatus is being made by the Electrograph Company, 53 Jackson Boulevard, Chicago.

Electric Stove of Asbestos Cement

Several types of attractively finished electric stoves are being placed on the market by the Stoneware Electric Stove Works, 136 Liberty Street, New York. As shown in the illustration, these stoves are made of asbestos and soapstone, materials which as is well



Electric Stove with Frame of Asbestos Cement

known, are good heat insulators. The frame of the stove pictured is of cast asbestos cement, which can be of any color desired, the stock colors being black and white. According to the manufacturer, it will do all kinds of cooking, from preparing eggs to making pancakes.

Spring Toggle

The United States Expansion Bolt Company, Elm and Duane Streets, New York, has developed an "Arrow" spring toggle, as it is called, which is attached to a threaded rod and is pro-



Toggle with Wings Closed and Opened

vided with wings which fold together for insertion in a hole, but through the action of the spring tend to spread. After the bolt threads its way through the trunnion nut the wings of the spring toggle bear directly upon the threads of the bolt, thus supplying a double grip. The lock-nut principle obviates loosening of fixtures, for when the toggle is tightened into place, the double-grip action is the same as that of a lock nut. The sharp corners of the toggle head grip the inner wall surface, prevent turning and insure instant bearing and purchase, it is declared. The device is adapted for work in shallow hollows because the toggle wings are only 1 in. long. It will also hold in corners with only one wing opened, because each wing bears individually and directly upon the threads of the bolt. The toggle is being made in $\frac{1}{8}$ -in., $\frac{3}{16}$ -in. and $\frac{1}{4}$ -in. sizes.

Low-Priced Toy Transformer

In connection with the development of its new "Danditoy" transformer, the Thordarson Electric Manufacturing Company, 501 South Jefferson Street,



Small-Sized Toy Transformer

Chicago, Ill., has made some interesting discoveries regarding the general status of the electric-toy industry. Prior to last year, it has found that the demand for toy transformers depended largely on the use of electric trains.

These trains, as a rule, required a considerable amount of energy for their operation, and therefore transformers of a type larger than that shown were needed. The manufacturers of electric toys have long considered the business too restricted, it is declared, and efforts during the last few years have been made not only to increase the use of electric trains but also to increase the number of small electric-toy outfits. In other words, the idea was to obtain quantity production. Coincident with the extension of the electric-toy business there grew a demand for a low-priced toy transformer, and for that reason the device shown was brought out. The normal rating of the transformer is 40 watts, although it can be operated at 50 watts with perfect safety, the maker points out. A voltage regulator is placed on the top of the case, giving a range of potentials from 0 volt to 27.5 volts in steps of 2.5 volts each. A name plate is placed on the top of the transformer, which enumerates the different connections required for the different voltages.

Incandescent Lamp with Fusible Resistor

A simple means for completing the circuit of an incandescent lamp when the filament breaks (especially for use



Fusible Resistor Attached to Lamp Stem

when two or more lamps are in series) has been devised by George F. Heustis, Malden, Mass. Instead of a fusible resistor in the fixture to which the lamp is attached, the lamp stem is provided with a rigid v-shaped metal arm, one end of which is provided with a plate mounted on the end of the lamp stem, and connected to one end of the filament, and the other end of which is provided with a similar plate, which is held in position parallel to the first-named plate and at a short distance therefrom, both plates being held in planes at right angles to the longitudinal central line of the lamp stem. A cut-out spring is mounted on the end of the lamp neck and soldered to the side terminal. The spring is normally held out of electrical contact with one of the plates by a fusible resistance disk

called the "film cut-out." When the lamp is screwed into the socket the plate to which the fusible disk is attached comes into contact with an arm attached to the socket, so that the current will pass through the lamp filament in the ordinary manner. In case the filament breaks, the disk becomes fused, the spring comes into contact with the plate to which the disk is attached, cutting out the filament and restoring the lamp circuit. The renewal of the fusible resistor is accomplished, therefore, by merely renewing the lamp.

Intercommunicating Telephone

The Screw Machine Products Corporation of Providence, R. I., is placing on the market a new interior telephone service known as the "Select-o-phone" system. The switchboard is automatic, requiring no operator. Three ordinary bell wires radiate from the central station to each instrument installed, and any station can be called by any other station by simply turning a small dial on the telephone base to the number desired. The connection and ring are automatic as soon as the receiver is lifted. The switchboard is claimed to be trouble proof; the lower part contains all terminals for the switchboard wiring and line connections, while the upper part contains the selectors which operate automatically with the dial on the telephone base.

One important feature of the "Select-



Wall Instrument

"o-phone" system, the maker points out, is the general call by means of which the party wanted is reached immediately when he is away from his own station.



GOSSIP OF THE TRADE



Preparations Are Humming for "America's Electrical Week"

No presidential campaign headquarters could present a busier scene than do the offices of the Society for Electrical Development just now, with plans maturing for "America's Electrical Week," from Dec. 2 to 9. To care for the immense amount of detail work, including the handling of fully 6,000,000 pieces of publicity matter, J. M. Wakeman, general manager, has increased the staff for the "big drive" by a number of appointments, including that of E. M. Hunt, formerly advertising manager of the United Profit Sharing Corporation, a subsidiary of the United Cigar Stores, to handle publicity work under H. W. Alexander, director of publicity.

Members of the executive staff of the society will visit practically every city of considerable size in the United States this fall to hold "electrical nights" in the interests of "America's Electrical Week." Mr. Wakeman will begin his speaking tour on Oct. 18, visiting Indianapolis, Cincinnati, Dayton, Columbus, Pittsburgh, Philadelphia and other cities.

A new committee handbook just out, entitled "How to Plan Your Work," has been mailed to 1500 local committeemen, Jovian officials and N.E.L.A. sections. It details how a committee can be formed to carry on campaigns in cities of all sizes.

Appliance Manufacturers Raise Prices to Cover Advancing Costs

Two manufacturers of electric heating appliances have just announced advances in the prices of certain of their products, and others are expected to follow. The concerns which have already taken the step are the Hotpoint Electric Heating Company, Ontario, Cal., and Landers, Frary &

Clark, New Britain, Conn., according to announcements just sent out.

The Hotpoint company announced that from Sept. 1 advances in the prices of the following appliances would be made: Rectangular grill, 4-in. stove, 6-in. stove, 3000-watt air heater, 1800-watt radiant heater and 3000-watt radiant heater. The increase in prices, it is explained, has been



Mr. Edison and His Friend, Mr. Firestone, Kodaked Just as They Started Off for Their Automobile Camping Trip with John Burroughs and Henry Ford Through the Adirondacks and Berkshires This Month

brought about by the rapidly advancing cost of raw material.

Landers, Frary & Clark have announced that owing to material advances in the cost of raw material, as well as various manufacturing operations, they find that on some of their principal lines the small advances which they made within the past year do not begin to cover adequately the increased cost of manufacture. They have, therefore, they explain, been compelled to revise their prices as per sheets which are being sent out to dealers.

Cleveland Electrical League Opens New Quarters Atop Hotel Statler

On Thursday, Sept. 7, the 1200 members of the Electrical League of Cleveland celebrated the formal opening of their unique quarters on the roof of the Statler Hotel, fifteen stories above the street. The club rooms consist of a main dining-room, private dining-rooms, a billiard room, a game room, a ladies' parlor, a large main lounging room, foyer, office, and several smaller rooms. The new headquarters will be open from 8:30 a. m. to 11:30 p. m. on week days, and on Sundays and holidays from noon to 9 p. m. Table d'hôte lunches and dinners will be provided by the hotel, and à la carte service is available at all times.

Directors and officers of the organization are: N. H. Boynton, president; J. T. Kermode, vice-president; H. O. Leinard, treasurer; R. S. Dunning, secretary; Norman Anderson, J. M. Bateman, H. J. Davies, Mathias Turner, George S. Milner, H. C. Turnock, M. H. Moffett, F. R. DuGuay, H. L. Schneider, M. G. Buchan, H. S. Greene and Prof. H. B. Dates.

F. C. Foster of the Buckeye Lamp Division had charge of the opening and R. S. Ingle, former sales manager of the Tregoning Electric Company, is chairman of the house committee.

Two years ago the Cleveland League boasted of a membership of 400, with a gross revenue of \$2,000 per year. To-day the membership totals more than 1200 and the annual revenue has increased to \$14,000.

* * *

Harley Pratt, the peerless leader of the industrial department of the Westinghouse Electric & Manufacturing Company in New York City, has received a number of letters from his "boys" on the border—sometimes called "Mexican bullet stoppers." All of them report good health, plenty of food, and fine treatment.

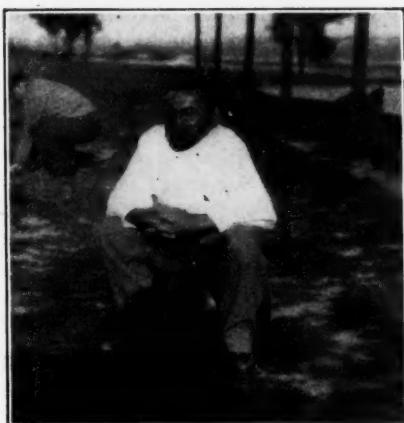
Jack Roche, who was preaching electric cooking and had the whole town of Billings, Mont., "cooking by wire" years before the present electric range movement had "caught on" anywhere else, was recently promoted to be manager of the Butte district of the Montana Power Company. At Billings, where he was formerly



Five Feet of Smiles 'Mid the Thousand Isles—Dramatis Personæ: H. M. Vangwoll, J. R. Lovejoy, J. Robert Crouse and H. A. Tremaine

manager for the Montana Power Company, he had attained, even four years ago, a local development including more than 400 electric cooking customers in a community of 10,000. Mr. Roche first entered the employ of the electric company at Billings in 1900, and in 1908 became its secretary and treasurer. Later he was appointed manager of the Billings district, including several nearby towns.

R. S. Hale, chairman of the N. E. L. A. committee on wiring, has announced that the committee desires to consider other systems of wiring in addition to the concentric which hold forth any promise of increasing safety without increasing cost, or of decreasing cost without decreasing safety. At least two such systems have been called to the attention of the committee, says Mr. Hale, and at its meeting on Sept. 19 the committee will consider what it can do and what the central-station industry can do toward having these or other systems that may be suggested tried out, and



Dr. Charles P. Steinmetz Takes Advantage of a Medicine Ball on Association Island

approved, if satisfactory. The Sept. 19 meeting will be held at N. E. L. A. headquarters, New York.

Ernest Edkins, of Electric Shop fame, has opened another branch store for the Commonwealth Edison Company in Chicago. This new shop is No. 6 of the series and is located at 4523 Broadway, from which location it attracts the trade of the Wilson avenue neighborhood center. The establishment of this sixth store is in line with the company's general policy of creating as many conveniently located distributing points or "accommodation stations" for its electrical goods as is practicable.

The New England Electrical Contractors' Association will hold its annual convention at Hartford, Conn.,



Adonis Resigns!
Joe Becker and George Wiederman in Their Summer Rôle as Sirens on the Rocks

Sept. 26 to 28. An electric show is being arranged for in connection with the meeting.

Albert Jackson Marshall, whose lightning changes of raiment are the recurring wonder of every N. E. L. A. convention, has a new title and new responsibilities up at N. E. L. A. headquarters in New York. The sign on his door now informs the visitor that he is the executive representative of the Commercial Section. Mr. Marshall will be in charge of the various activities of the section at the New York headquarters and will support committee work, create suitable general information and data files, take care of details incident to publications, and in many other ways assist the Section. Mr. Marshall continues as secretary of the Electric Vehicle Section.



George Keech Starts the Outdoor Frolic at the Chicago Electric-Club Jovian-League Picnic

"Dad" Green, division manager for the Utah Power & Light Company, Salt Lake City, is proud of Salt Lake's first all-electric baker's bread. On the first day after a big spread newspaper announcement of this electrically baked bread appeared, the sales jumped 8000 loaves. Prior to the time when the electrically baked bread was advertised the company's daily sale was 10,000 loaves, and on the day following the advertisement the demand increased to 18,000 loaves.

Hartwell Jalonick pulled off a novel "sales demonstration" at the weekly luncheon of the Dallas Electric Club and Jovian League, Aug. 18. Hartwell, who is commercial manager of the Texas Power & Light Company, as everybody knows who attended the Chicago convention of the N. E. L. A.,



Henry L. Doherty Equipping for the Perpetration of a Summer Fish Tale

is reported to have "sold his man" and carried the signed contract off left stage in his inside pocket.

Arthur Williams is a devotee of the good old Scotch game played with the little white ball with wrinkles on it, and no convention tournament of the



Arthur Williams Disguised as a Golfer

Association of Editors on Illuminating Companies is complete without Mr. Williams' white flannels making a pretty picture on the hotel or club piazza overlooking the green-sward course. On one occasion, however, it is related that Mr. Williams was being caddied around one of the Virginia links by a chocolate-colored youth of the vicinity. In his admiration for the "form" exhibited by the "gent'man f'm Noo Yohk," Rastus, unmindful of repeated "safety-first" reminders, stood too close to Mr. Williams just as the latter took a mighty swing. As the result, the boy received a crashing blow of the driver square on the top of the head. Mr. Williams, naturally alarmed, turned and asked, "Are you hurt, my boy?" "Certainly, I'se hurt, boss," came the answer. "You done made me bite mah tongue."

K. E. Bender, an electrical salesman and a member of the Seventh Regiment, New York National Guard, is home from Texas. He reports



Commodore T. L. Jones, Who Yachts to Europe Occasionally for Million-Dollar Power Contracts, Practising for His Next Cruise

everything O. K. on the border, except some fish he ate there, that gave him ptomaine poisoning and resulted in his discharge because of ill health. This enabled him to return home. He looks fine now. Rumor hath it that several homesick boys down there are looking for fishes like the one Bender ate.

S. Grossbard, salesman of power apparatus for the Northwestern Electrical Equipment Company at New York City, has resigned that position to take up new duties as assistant

engineer in the chief engineer's office of the New York Public Service Commission. Mr. Grossbard recently took the competitive examination for this position and came out second high man. Owing to his practical and commercial experience he was chosen for this public duty, which he assumes on the fifteenth of September.

Phil N. Thorpe, who for six years has been the chairman of the cost committee of the National Electrical Contractors' Association, and for several years has handled sales for the Watson-Flagg Engineering Company, New York City, declares that the large amount of wiring and motor-installation business in munition fac-



"Billy" Low Listening for a Lost Golf Ball on the Hot Springs Links



Charley Gilberg, Western Electric Soldier-Salesman from Chicago, Learning to Shoot Straight, Down on the Border. Charley Squats at the Left of the Picture with His Eye on a "Greaser"

tories is still running at peak load—showing that these factories do not anticipate a very early cessation of hostilities abroad.

MacA. Moore, who was formerly Canadian representative of the Simplex Electric Heating Company, is now with the National Electric Utilities Corporation in New York City.

Fred Troop has resigned as contract manager of the United Electric Light & Water Company of New Britain, Conn.

The Read - Dresser Engineering Company, Singer Building, New York City, now has the New York agency for Lincoln motors. S. R. Dresser, formerly power engineer of the



George Hughes Out on the Big Range—Not Electric

United Electric Light & Power Company, New York City, will be in charge of sales.

Detroit Electric Show During the Big Week.—During America's Electrical Week, Dec. 4 to 9, the various electrical associations of Detroit will stage an elaborate electrical show in the Armory. W. S. Reynolds, secretary of the exhibitors' association, reports that more than 50 per cent of the entire space has already been reserved. The exhibitors are to share in the net profits from the show. The admission price will be 50 cents in the evening and 25 cents in the afternoon.

The Electric Controller & Manufacturing Company of Cleveland, Ohio, has begun the erection of a five-story steel and concrete structure as an addition to its plant at 2698 East Seventy-ninth street. The first three floors are to be used for manufacturing purposes and the two upper floors for offices.



Eddie Rockafellow and Bob Corey at the Recent Hot Springs Jobbers' Meeting. Apparently the Dog Thinks Most of Corey

J. G. Monahan, who used to be western manager of the Ferranti Electric Company of Canada, has been appointed Los Angeles district manager for the Sangamo Electric Company.

L. S. Montgomery, district manager in charge of the Buffalo office of the National Metal Molding Company of Pittsburgh, and Past Apollo in the Jovian Order, is now on the Mexican border with Troop I, First Cavalry, New York State National Guard.

W. L. Frost has been transferred from the Redlands district of the Southern California Edison Company to the company's general offices at Los Angeles, Cal., where he becomes assistant to the general agent, succeeding J. H. Pieper.

H. S. Beidelman of 2343 Broadway, New York City, is the brand-new secretary of the Associated Electrical



Ell C. Bennett, Mercury of the Jovian Order, on a Deer Hunt in Texas. "The Buck, the Whiskers and Everything," He Says, "Are All Real, and if You Don't Believe It, Ask the Horse."



George Williams, Smiling Evenly on Both Sides to Keep the Canoe from Tipping

Contractors of New York City, succeeding H. M. Walter, who recently resigned.

The fall meeting of the American Electrochemical Society will be held in New York City Sept. 27 to 30, in conjunction with the second national exhibition of chemical industries, Sept. 25 to 30, at the Grand Central Palace.

Associated Manufacturers of Electrical Supplies.—The fan-motor section of the Associated Manufacturers of Electrical Supplies held a meeting at Niagara Falls, Ont., on Aug. 21. John H. Barker of the Diehl Manufacturing Company is the chairman of this section. The line-material section held a meeting at the Hotel Biltmore, New York City, on Sept. 7, 8 and 9. A. L. Wilkinson is chairman.

J. M. Wakeman, who, with Aladdin,



Has Everybody Here Seen Kelly's Fish? Thomas F.—of Dayton—Modestly Appears in the Background



Charlie Newman, Jimmy Olsen, et al., Join in the Popular Seaside Sport of Counting the Waves

"Let George Do It" is the business slogan of George C. Haesloop, a successful electrical contractor of Elmira, N. Y. And George is doing a mighty good business, so say they all!

"A vacuum cleaner for the teeth" is the appliance concerning which a correspondent at Atlanta, Ga., has just written in to ask information. Any reader who can advise where such a useful machine may be purchased on the market will confer a favor on our correspondent by addressing this office with the desired information.

Steve Gamble, who is the new manager for the Electrical Appliance Company at San Francisco, Cal., was formerly manager for the Great Western Power Company at Petaluma, Cal.

J. B. Long, who used to be in the illuminating-engineering department of the Commonwealth Edison Company, Chicago, Ill., is the new contract agent for the Central Power Company at Grand Island, Neb.

E. K. James, formerly assistant manager of the electrical and automobile store of the Charles Williams Stores, has resigned to accept a position as buyer with the Oliver Brothers Purchasing Company, 71 Murray street, New York City.

Harry Radford, formerly connected with Peters & Peters, New York electrical contractors, is now in business for himself at 9 Clinton street, Newark, N. J. In his fifteen years' experience Harry has been all through the game, from wireman to superintendent and salesman.

W. B. Glardon, manager of the National Telephone Supply Company of El Paso, Tex., reports that the militia men on the border are in the market for flashlights. "They are all bright boys, but they can't fight in the dark, and are besieging the Western Electric agency in El Paso for complete equipment of flash-lamps and batteries. They believe in preparedness and intend to be 'ever ready' against any more night attacks by our friends the enemy, across the border."

John A. Cavenaugh, who has been in the electric lighting business in St. Joe, Mich., ever since the first tame * kilowatt appeared inside the city limits, has a great little plan to keep new electric-cooking customers from stampeding on receipt of their



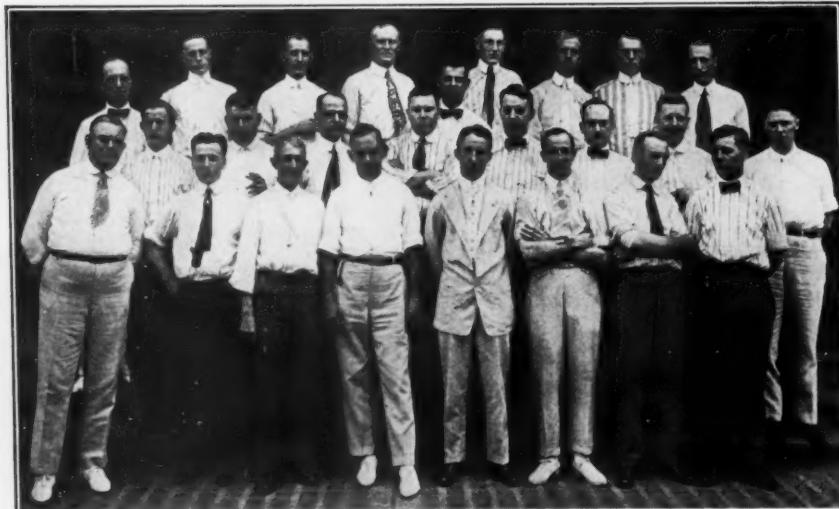
"Doc Mott" Volunteers as a Citizen Conductor and Loads Up the Chicago Electric Club Picnic Train

first electric-range bills. Says he: "As a result of experience we now sell ranges at cost to us, plus \$5 to cover the cost of installation. Our company does the wiring. At the end of the first month the range is in we render a bill for \$4 regardless of what the meter indicates. This \$4 practically never covers the first month's energy cost, but we do not believe in letting a first month's staggeringly high bill scare a customer into taking a range out."

S. Singer & Company, electrical contractors, Brooklyn, N. Y., have moved their office to 5005 New Utrecht Avenue, where they will be better equipped to handle their increased business.

J. M. Goodstein of the World Lighting Appliance Company, New York City, who has been identified with the lighting-fixture business for several years names two cornerstones in the successful conduct of electric-fixture business. First, he believes that the best finish, combined with the best quality, assures a satisfied customer. Second in importance is the prompt shipment. The average electrical contractor, he points out, has small capital and carries no stock; therefore, if he sells a few fixtures he needs them from the manufacturer in a hurry, and a shipment from stock or in 24 hours is none too soon.

T. J. Burns & Company, of Lynchburg, Va., have opened a branch electrical supply store on Trade Street, Winston-Salem, N. C. This new branch is under the management of G. B. V. DuVal, Jr., who has been connected with the Burns company for the past thirteen years. By his long years of service Mr. Burns has become one of the best known electrical supply men in the Southeastern States.



Tom Bibber and His Brigade of Brascolite Boosters Improve the Shining Summer Days at St. Louis with a Hot Weather Sales Conference. Seventeen of the Bunch, by the Way, Are Jovians

